



090/19
UCL Institute of Archaeology
31-34 Gordon Square
London WC1H 0PY
Archaeology Banner

PLANNING APPLICATION SUPPORT DOCUMENTS

DECEMBER 2011

UNIVERSITY COLLEGE LONDON
UCL ESTATES
1-19 TORRINGTON PLACE (8th FLOOR)
LONDON WC1E 7HB

CONTENTS

Ref	Title	Scale / format
N/A	Support Statement	A4 document
SLP01	Site Location Plan	1:1250@A4
SK11	Elevation As Existing & Proposed	1:200@A4
SK21	Details / fixing options – option 1	1:50@A4
SK22	Details / fixing options – option 2	NTS@A4
SK31	Option 1 fixings - 1:5 details – sheet 1 of 4	1:5@A4
SK32	Option 1 fixings - 1:5 details – sheet 2 of 4	1:5@A4
SK33	Option 1 fixings - 1:5 details – sheet 3 of 4	1:5@A4
SK34	Option 1 fixings - 1:5 details – sheet 4 of 4	1:5@A4
Photo 1	Photograph 1 – overall view	1 page (A4)
Photo 2	Photograph 2 – detail view	1 page (A4)
MP-Ex	UCL Masterplan Extract	7 pages (A4)
UoL Let	University of London consent letter	1 page (A4)

References

01 General Details

Type of planning application:	Application for consent to display an advertisement
Applicant name / address:	Mr Andrew Grainger, Director of UCL Estates, University College London (UCL) Gower Street, London WC1E 6BT.
Agent name / address:	Ms Rosemary Clements, architect for UCL Estates, 1-19 Torrington Place, London WC1E 7HB.
Site address:	UCL Institute of Archaeology, 31-34 Gordon Square, London WC1H 0PY.
Proposed advertisement:	New banner fitted to brick wall on west side of the front elevation of the Archaeology building (on corner with Gordon Street).

- Application form
- Site location plan

02 Details of Banner

Height from ground:	5.5 m to the base of the banner
Overall dimensions:	H8200 x W2000 x D50 mm
Maximum height of individual letters and symbols:	522 mm (for '2012' numerals)
Colour of text and background:	White or green text on black background
Materials (banner):	Vinyl mesh or printed PVC (or similar)
Materials (fixings):	Stainless steel (or similar)
Maximum projection from face of the building:	150 mm (banner orientation is parallel with wall)

- drawings & photos

03 Interest in the Land / Consents

University of London (UoL) is the freehold owner of the Archaeology building at 31-34 Gordon Square and University College London (UCL) is the leaseholder (with a long lease). University of London has confirmed in writing that they have no objection to the erection of the banner in the form, dimensions and location described on drawing SK11.

- Julian Rainsbury's letter dated 30/11/2011
- Drawing SK11

04 Location and Rationale

The proposed banner, located on the west side of the Archaeology Building, a key corner with Gordon Street, facing Gordon Square, is a public marker to celebrate the UCL Institute's Archaeology's 75th Anniversary Year in 2012.

05 Fit with UCL Masterplan

The UCL Masterplan (*version 3 091111*) includes a strategy to enliven the 'public' perimeter of the Bloomsbury Campus, including the east side, which encompasses Gordon Street and Gordon Square, to improve both public engagement and connectivity with other parts of the campus.

- Masterplan Extract

The proposals envisage 'animating' the diverse frontages of Gordon Street and making Gordon Street a much more pleasant north-south route, strengthening the university presence and connecting it to the railway stations on Euston Road.

The proposed Archaeology banner, which is illustrated in the Masterplan, on the top of page 109, as included in the attached extract, will help highlight the location of one of the University's key collections, the Archaeology Collection, which is open for public access.

06 Banner Design

The banner design is based on standards set by the UCL Corporate Identity, the UCL External Signage Strategy and the Institute of Archaeology's branding, with the following features:

- Drawing SK11

- White text (apart from the '2012' numerals) on a black background
- 'Arial' typeface (the UCL corporate typeface)
- UCL logo and strapline at the base of the banner, with the logo in white and the 'UCL' letters and the strap-line in bright green (Archaeology's brand colour).
- '2012' at the head of the banner, in the bright green Archaeology brand colour.

07 Fixings / Details

The banner will be fixed to the brick wall according to the recommendations of the signage supplier installer.

- Drawings SK21 & SK22

Current options being investigated are:

- Stainless steel brackets bolted to wall, holding stainless steel tension cables, with poles fitted to the top and the bottom of the banner, through which the cables run, and tensioning turnbuckles top and bottom;
- Stainless steel side rails on both sides of banner, fitted back to the wall on a frame, or with brackets, and nylon bungee tension cord connecting banner to rails, with eyelets on the sides of the banner at approximately 300 mm centres.

Both methods will allow the banner to be 'tightened up' should it stretch a bit and will also allow replacement banners to be fitted with relative ease.

08 Period of time for consent

The application form requests a consent period of twenty years, from 01/01/2012 to 31/12/2031.

The proposed 75 year anniversary banner will of course only be up for the anniversary year, 2012.

But, in line with the UCL Masterplan, and the policy to promote the UCL Institute of Archaeology as a venue for public engagement

(especially for encouraging visitors to view the Archaeology Collection), we are proposing that this location will be used for other banners in the future.

09 Programme for erection of banner

It is intended that the proposed 75 year anniversary banner is erected as early as possible in the New Year (ie in January 2012), so the banner is likely to be in place while this application is being considered.

UCL is aware that there is a risk erecting the banner before any decision is made on the application, but, in the special circumstances of the celebration of the UCL Institute of Archaeology's 75th Anniversary Year, it is a risk we are willing to take.

We will of course abide with the planning decision regarding the banner.

Rosemary Clements // UCL Estates

NOTES

DO NOT SCALE OFF THIS DRAWING
ALL DIMENSIONS MUST BE CHECKED ON SITE
ANY DISCREPANCIES ARE TO BE BROUGHT TO
THE ATTENTION OF THE PROJECT MANAGER
IMMEDIATELY UPON DISCOVERY

31-34 Gordon Square,
London, WC1H 0PY.



Nearby property owned
or leased by UCL



Rev. Date Description

UCL ESTATES
GOWER STREET LONDON WC1E 6BT



University College London
1-19, Torrington Place, London WC1E 7HB

Project Officer: R Clements

Drawn: MA

Date: November 2011

Tel: 020 7679 1271

Fax: 020 7673 0524

Email: R.Clements@ucl.ac.uk

PROJECT No. 2004/019

31 - 34 Gordon Square

ARCHAEOLOGY ANNIVERSARY

Site Location Plan

DWG NO

SPL01

rev

ENDSLEIGH STREET

TAVISTOCK SQUARE

Passfield Hall
1 to 7

Connaugh Hall
(University of London)

TAVITON STREET

GORDON SQUARE

Institute of Archaeology

GORDON SQUARE

LOCATION OF BANNER

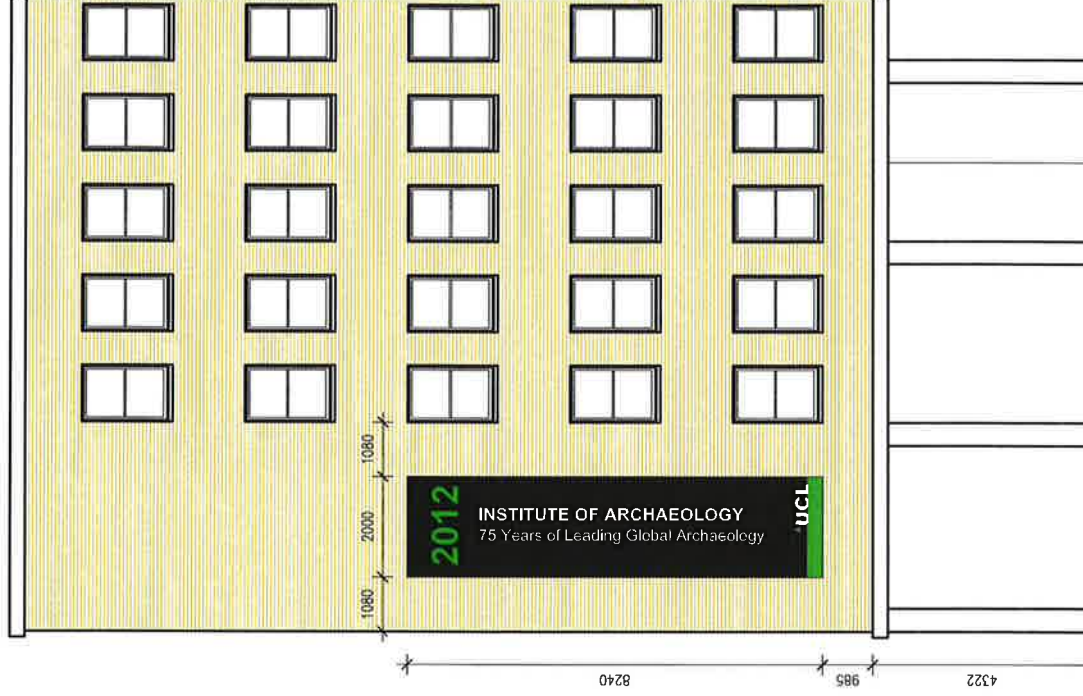
GORDON STREET

GORDON SQUARE

The Cloisters

NOTES

DO NOT SCALE OFF THIS DRAWING.
PRIOR TO ANY WORK BEING CARRIED OUT, THE
DRAWING MUST BE CHECKED AGAINST THE
ATTENTION OF THE PROJECT MANAGER
IMMEDIATELY UPON RECEIPT.



1 FRONT ELEVATION - AS EXISTING
Scale: 1:50

Basement area level



2 FRONT ELEVATION - AS PROPOSED
Scale: 1:50

Basement area level

Rev. Date Description



University College London
1-18 Torrington Place, London WC1E 7EH
Project Office: 1-18 Torrington Place
Tel: 020 7678 1000
Email: R.Clemens@ucl.ac.uk
Project No: 25000011

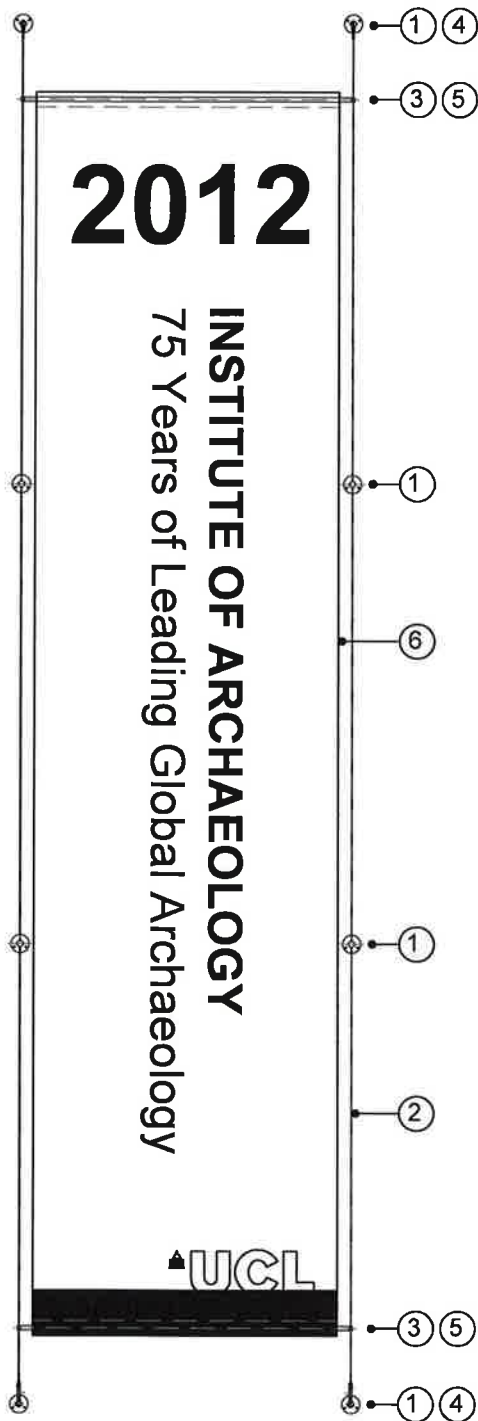
31 -34 Gordon Square

ARCHAEOLOGY ANNIVERSARY

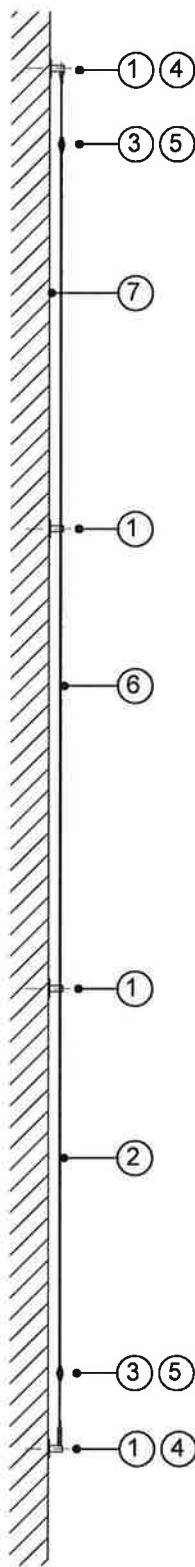
Front Elevation
As Existing & Proposed

DWG NO

SK11



ELEVATION



SECTION

- ① Stainless steel brackets bolted to wall
- ② Stainless steel tension cables
- ③ Stainless steel poles fitted to top and bottom of banner, 40mm diameter
- ④ Tensioning turnbuckles to top and bottom brackets
- ⑤ Hems top and bottom of banner
- ⑥ Heavy duty PVC banner
- ⑦ Brick wall

UCL ESTATES
GOWER STREET, LONDON WC1E 6BT



University College London
1-19, Torrington Place, London WC1E 7HB

Project Officer: R Clements
Tel: 020 7679 1271
Fax: 020 7613 0524
Email: r.clements@ucl.ac.uk

Drawn: RC
Date: Dec 2011
Scale: 1:50 @ A4
Project No: 200A/090/19

090/19
UCL Institute of Archaeology
31-34 Gordon Square
London WC1H 0PY

PROPOSED ARCHAEOLOGY BANNER
Details / Fixings Options - Option 1

DWG. NO.

SK21

rev

Rev.	Date	Description

NOTES

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ALL DIMENSIONS MUST BE CHECKED ON SITE
PRIOR TO ANY WORK BEING PUT IN HAND.
ANY DISCREPANCIES ARE TO BE BROUGHT TO THE ATTENTION
OF THE PROJECT MANAGER IMMEDIATELY UPON DISCOVERY

Option 2:

Printed PVC banner 2000mm wide
x 8240mm high with eyelets all round,
fixed to stainless steel side rails with
eyelets and bungees.



Stainless Steel Side rails

UCL ESTATES
GOWER STREET, LONDON WC1E 6BT

UCL

University College London
1-19, Torrington Place, London WC1E 7HB

Project Officer: R Clements
Tel: 020 7679 1271
Fax: 020 7813 0524
Email: r.clements@ucl.ac.uk

Drawn: RC
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Project No: 200A/090/19

090/19
UCL Institute of Archaeology
31-34 Gordon Square
London WC1H 0PY

PROPOSED ARCHAEOLOGY BANNER
Details / Fixings Options - Option 2

DWG. NO.

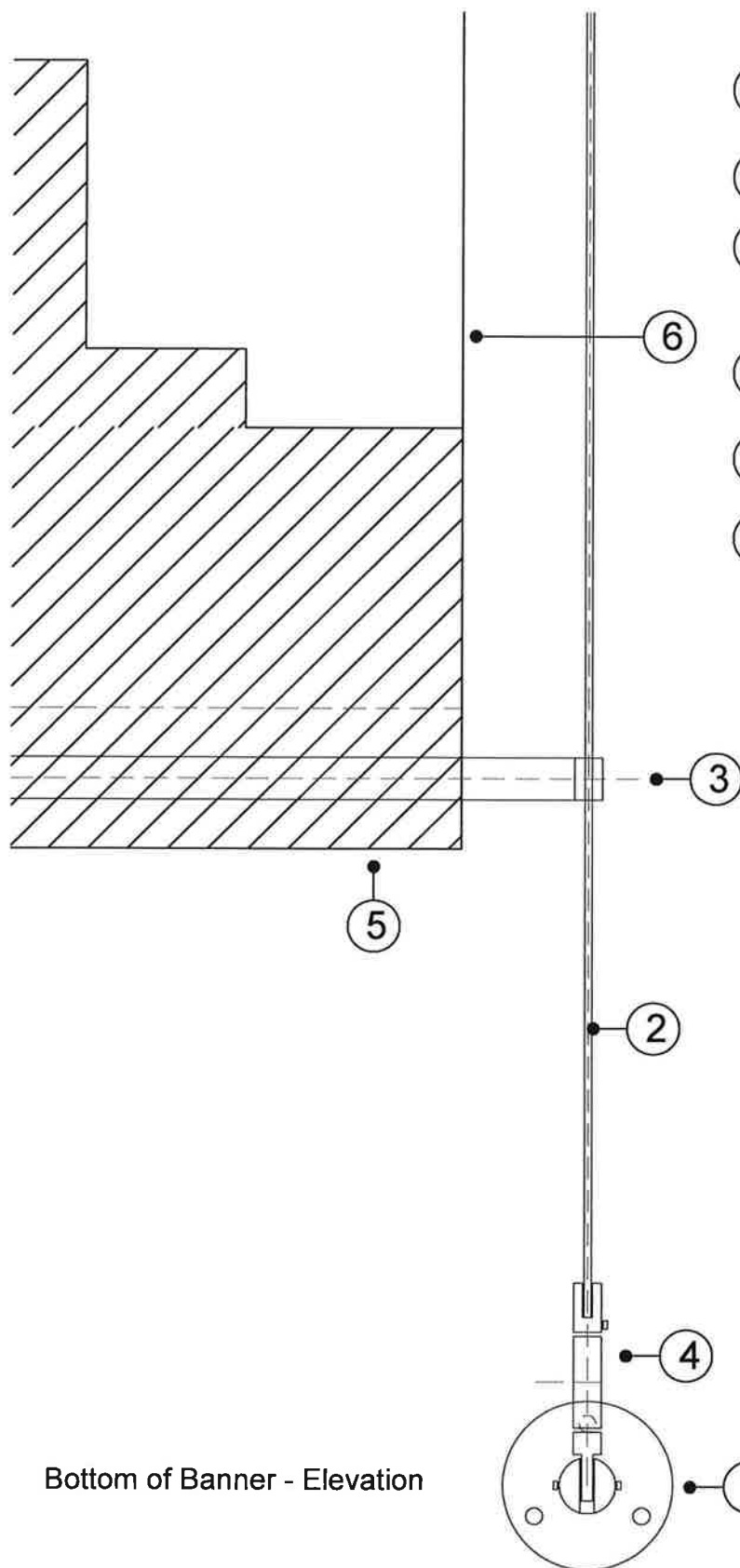
SK22

rev

Rev.	Date	Description

NOTES

DO NOT SCALE OFF THIS DRAWING
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OF THE PROJECT MANAGER IMMEDIATELY UPON DISCOVERY



- ① Stainless steel brackets bolted to wall
- ② Stainless steel tension cables
- ③ Stainless steel poles fitted to top and bottom of banner, 40mm diameter
- ④ Tensioning turnbuckles to top and bottom brackets
- ⑤ Hems top and bottom of banner
- ⑥ Heavy duty PVC banner

Bottom of Banner - Elevation

UCL ESTATES
GOWER STREET, LONDON WC1E 6BT



University College London
1-19, Torrington Place, London WC1E 7HB

Project Officer: R Clements
Tel: 020 7679 1271
Fax: 020 7813 0524
Email: r.clements@ucl.ac.uk

Drawn: RC
Date: Dec 2011
Scale: 1:5 @ A4
Project No: 200A/090/19

090/19
UCL Institute of Archaeology
31-34 Gordon Square
London WC1H 0PY

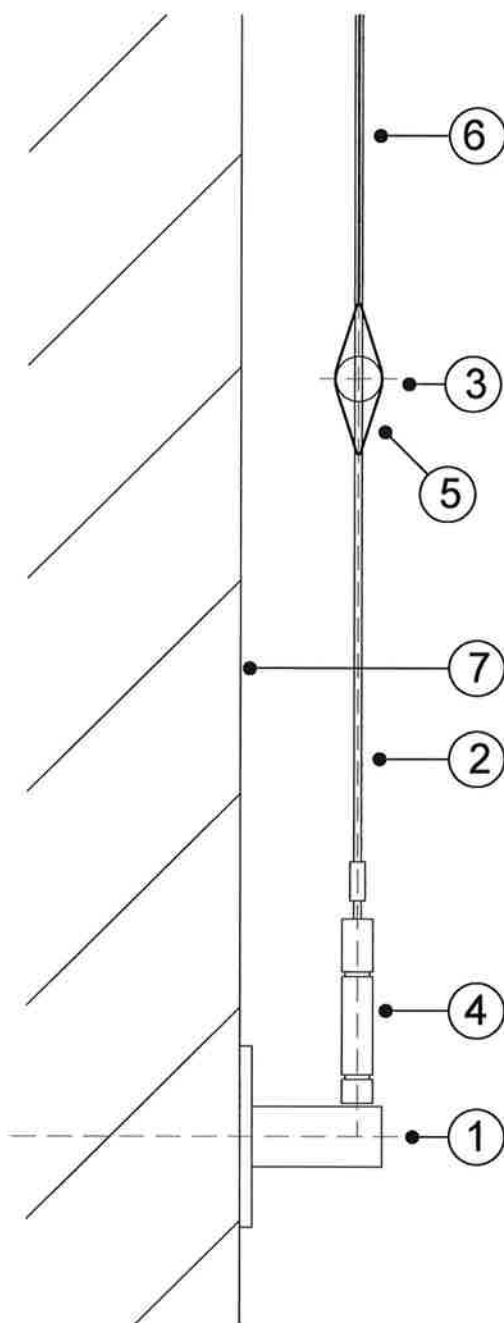
PROPOSED ARCHAEOLOGY BANNER
Details / Fixings Options - Option 1
1: 5 details

DWG. NO.

SK31

rev

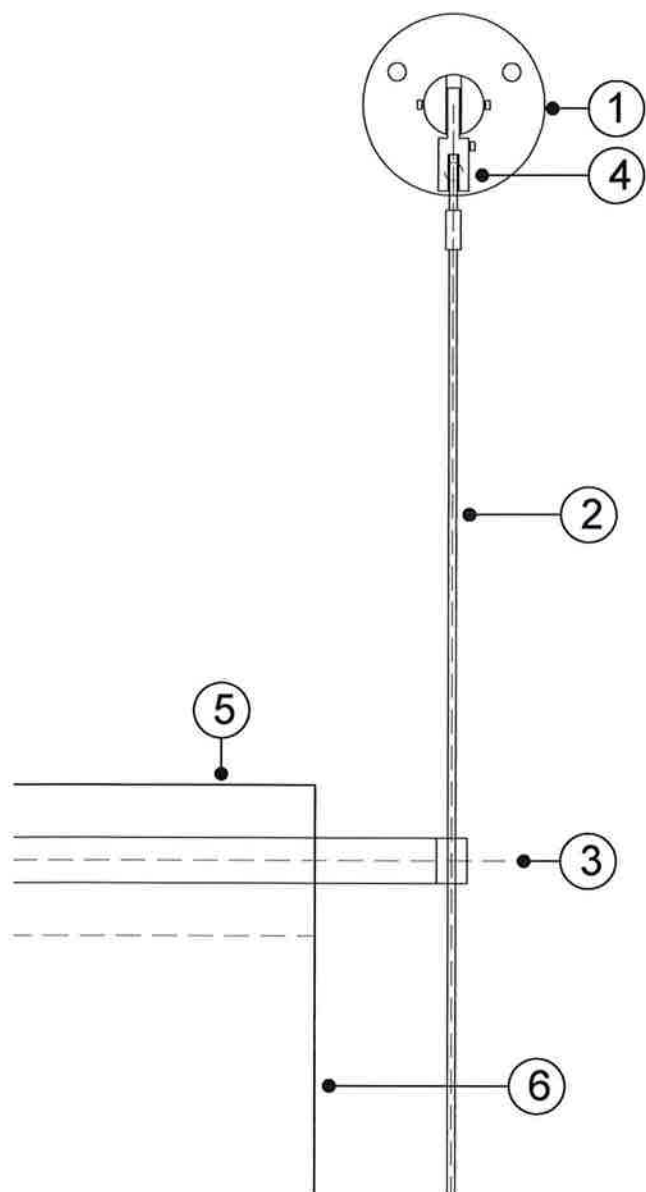
Rev.	Date	Description
<p>NOTES</p> <p>DO NOT SCALE OFF THIS DRAWING ALL DIMENSIONS MUST BE CHECKED ON SITE PRIOR TO ANY WORK BEING PUT IN HAND. ANY DISCREPANCIES ARE TO BE BROUGHT TO THE ATTENTION OF THE PROJECT MANAGER IMMEDIATELY UPON DISCOVERY.</p>		



- ① Stainless steel brackets bolted to wall
- ② Stainless steel tension cables
- ③ Stainless steel poles fitted to top and bottom of banner, 40mm diameter
- ④ Tensioning turnbuckles to top and bottom brackets
- ⑤ Hems top and bottom of banner
- ⑥ Heavy duty PVC banner
- ⑦ Brick wall

Bottom of Banner - Section

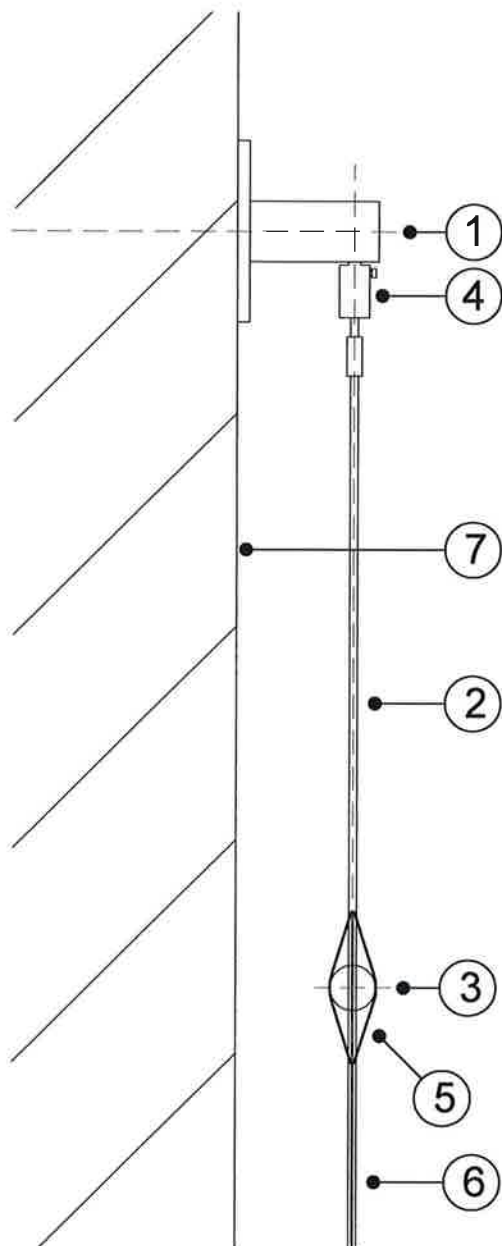
			<div>UCL ESTATES GOWER STREET, LONDON WC1E 6BT</div> <div></div>		<div>090/19 UCL Institute of Archaeology 31-34 Gordon Square London WC1H 0PY</div>	
			<div>University College London 1-19, Torrington Place, London WC1E 7HB</div> <div><div>Project Officer: R Clements Tel: 020 7679 1271 Fax: 020 7813 0524 Email: r.clements@ucl.ac.uk</div><div><div>Drawn: RC Date: Dec 2011 Scale: 1:5 @ A4 Project No: 200A/090/19</div></div></div>			
Rev.	Date	Description				
<div>NOTES</div> <div>DO NOT SCALE OFF THIS DRAWING ALL DIMENSIONS MUST BE CHECKED ON SITE PRIOR TO ANY WORK BEING PUT IN HAND ANY DISCREPANCIES ARE TO BE BROUGHT TO THE ATTENTION OF THE PROJECT MANAGER IMMEDIATELY UPON DISCOVERY</div>			<div>PROPOSED ARCHAEOLOGY BANNER</div> <div>Details / Fixings Options - Option 1 1: 5 details</div>			
			<div>DWG. NO.</div> <div>SK32</div>		<div>rev</div>	



- ① Stainless steel brackets bolted to wall
- ② Stainless steel tension cables
- ③ Stainless steel poles fitted to top and bottom of banner, 40mm diameter
- ④ Tensioning turnbuckles to top and bottom brackets
- ⑤ Hems top and bottom of banner
- ⑥ Heavy duty PVC banner

Top of Banner - Elevation

			<p>UCL ESTATES GOWER STREET, LONDON WC1E 6BT</p> <p>UCL</p> <p>University College London 1-19, Torrington Place, London WC1E 7HB</p> <p>Project Officer: R Clements Tel: 020 7679 1271 Fax: 020 7813 0524 Email: r.clements@ucl.ac.uk</p> <p>Drawn: RC Date: Dec 2011 Scale: 1:5 @ A4 Project No: 200A/090/19</p>		<p>090/19 UCL Institute of Archaeology 31-34 Gordon Square London WC1H 0PY</p> <p>PROPOSED ARCHAEOLOGY BANNER Details / Fixings Options - Option 1 1: 5 details</p>
Rev.	Date	Description			
<p>NOTES</p> <p>DO NOT SCALE OFF THIS DRAWING ALL DIMENSIONS MUST BE CHECKED ON SITE PRIOR TO ANY WORK BEING PUT IN HAND ANY DISCREPANCIES ARE TO BE BROUGHT TO THE ATTENTION OF THE PROJECT MANAGER IMMEDIATELY UPON DISCOVERY.</p>			<p>DWG. NO. SK33</p>		



- ① Stainless steel brackets bolted to wall
- ② Stainless steel tension cables
- ③ Stainless steel poles fitted to top and bottom of banner, 40mm diameter
- ④ Tensioning turnbuckles to top and bottom brackets
- ⑤ Hems top and bottom of banner
- ⑥ Heavy duty PVC banner
- ⑦ Brick wall

Top of Banner - Section

			<div>UCL ESTATES GOWER STREET, LONDON WC1E 6BT</div> <div></div> <div>University College London 1-19, Torrington Place, London WC1E 7HB</div> <div>Project Officer: R Clements Tel: 020 7679 1271 Fax: 020 7813 0524 Email: r.clements@ucl.ac.uk</div> <div>Drawn: RC Date: Dec 2011 Scale: 1:5 @ A4 Project No: 200A/090/19</div>	<div>090/19 UCL Institute of Archaeology 31-34 Gordon Square London WC1H 0PY</div> <div>PROPOSED ARCHAEOLOGY BANNER</div> <div>Details / Fixings Options - Option 1 1: 5 details</div>	<div>DWG. NO.</div> <div>SK34</div> <div>REV</div>
Rev	Date	Description			
<div>NOTES</div> <div>DO NOT SCALE OFF THIS DRAWING. ALL DIMENSIONS MUST BE CHECKED ON SITE PRIOR TO ANY WORK BEING PUT IN HAND. ANY DISCREPANCIES ARE TO BE BROUGHT TO THE ATTENTION OF THE PROJECT MANAGER IMMEDIATELY UPON DISCOVERY</div>					

090 /19 - Archaeology Banner Proposals



Photograph 1 - Overall View



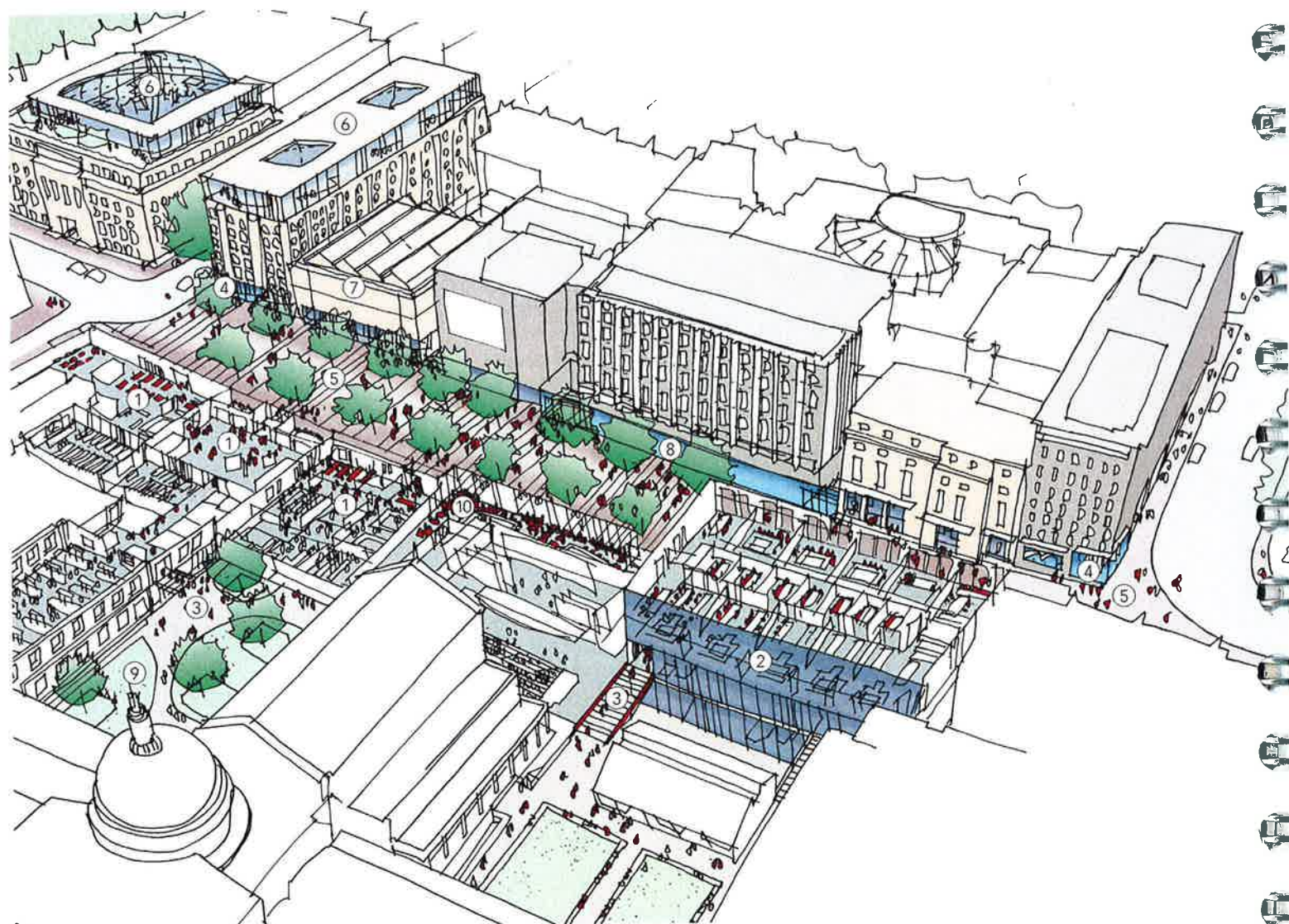
Photograph 2 - Detail View



UCL Masterplan
Bloomsbury Campus
0840-050 v3 091111 Nov 2011

Extracts related to:
Gordon Street & Gordon Square
(pages 104-109)

UNIVERSITY COLLEGE LONDON
UCL ESTATES
1-19 TORRINGTON PLACE (8th FLOOR)
LONDON WC1E 7HB



Gordon Street - artistic impression

- ① social/project learning space/teaching space
- ② new student centre
- ③ enhanced routes through the campus
- ④ public corner opened up
- ⑤ shared surface
- ⑥ rooftop extension
- ⑦ new extension
- ⑧ public functions at street level
- ⑨ new external amenity space
- ⑩ extended cafe space

Gordon Street

the approach

4.01. Gordon Street pedestrianisation

student-friendly shared surface area with UCL identity

4.03. Wates House extensions

additional space for the Bartlett

4.04. Chemistry building ground floor

active frontage and additional project learning space

4.05. Physics building ground floor

new bridged entrance, foyer and route to Physics Yard decking

4.06. Bloomsbury circulation and cafe

new entrance to Bloomsbury Theatre and route to Physics Yard decking

4.07. beach site temporary building

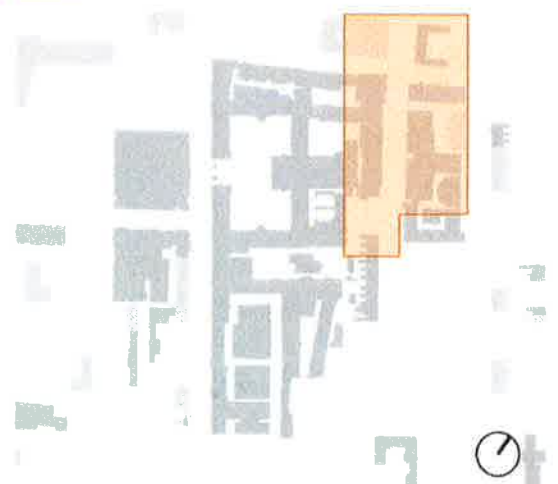
decant from Physics Yard and catering to Gordon Street

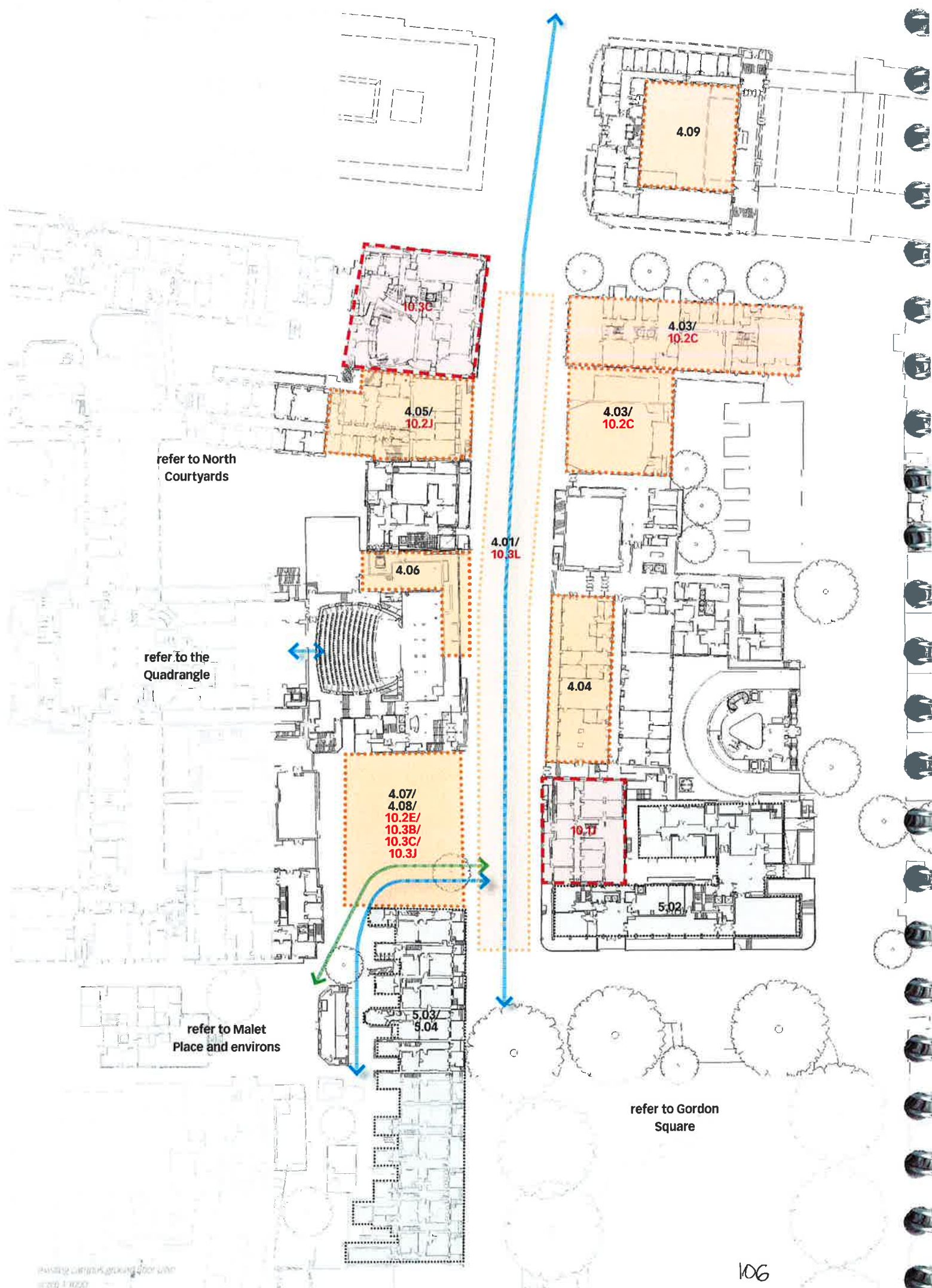
4.08. beach site permanent building

student centre

4.09. Drayton House courtyard

courtyard roof and balconies





Gordon Street

the ambition

the vision

villages

issues

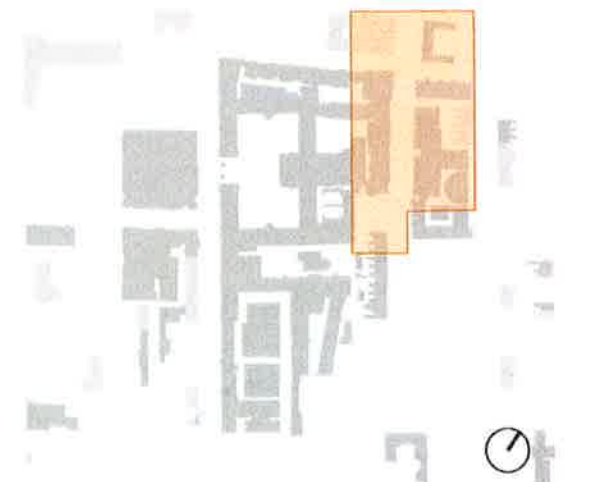
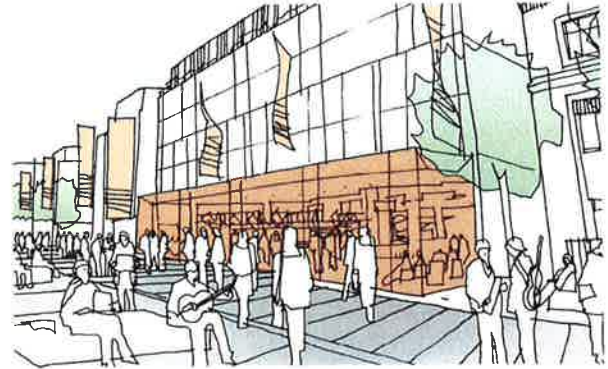
- lack of UCL identity
- little physical or visual interaction between buildings and street, with blank facades and limited street entrances
- lack of connection with other parts of campus
- low-rise and empty sites form a break to the street facade and undermine the high-density development of the rest of the street
- low-quality appearance by comparison to the rest of the Bloomsbury campus

the vision

A project to share the road and pavement surfaces of upper Gordon Street provides the opportunity to close it to traffic and to use the street for key events such as a big feast at the start of the academic year. Other projects help to animate the diverse frontages on Gordon Street so that it can become an informal perimeter to the east side of the campus and a much more pleasant north-south route through the wider Bloomsbury area, strengthening the university presence and connecting it to the railway stations on Euston Road. A new student centre on the Beach site complements the existing Bloomsbury Theatre with its gym facilities, marks the entrance to the main east-west thoroughfare through the University and consolidates the area as a hub of informal university life.

relevant strategies

- flexibility and adaptability
- student experience
- staff experience
- external environments
- UCL hubs
- routes
- transport and logistics
- public engagement





Gordon Square - artistic impression

- ① new collection entrance
- ② shared surface
- ③ events within the Square

Gordon Square

the ambition

the vision

villages

issues

- although UCL currently owns and occupies property on three sides of the square, it has little role in campus life and no indication of UCL presence
- the gardens form a valuable amenity space but they have poor connectivity with most parts of Bloomsbury campus
- the square sits on the edge of the core Bloomsbury campus but has little public interface
- little integration between buildings and square
- listed houses on west edge of square are used as teaching spaces but are poorly suited to the use and have severely limited DDA access

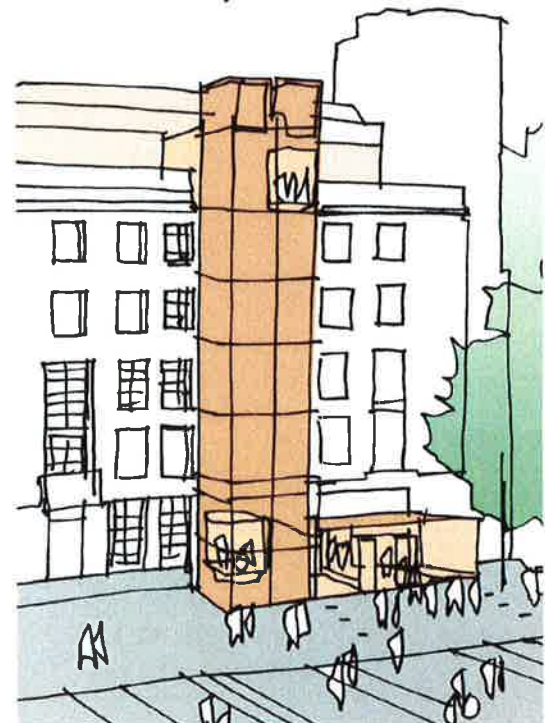
the vision

Road enhancement and new shared surfaces to the north and west sides of Gordon Square knit this handsome green space, one of London's finest squares, more closely into campus life. Two of the University's key collections - the Petrie and Archaeology - sit on the square and highlight some of the University's most accessible attractions to the public.

As a point of interface with the public and a key corner of the campus, the square can be enlivened with mobile catering, public art, feature lighting and better landscaping. These encourage formal use for events and ceremonies, accommodating a very large tent for end of year graduation or for informal use such as gigs, happenings or relaxation in the sunshine.

relevant strategies

- external environments
- collections
- routes
- transport and logistics
- public engagement





**UNIVERSITY
OF LONDON** | **FINANCE AND
ESTATES**

Direct line 0207 862 8229 • Fax 0207 862 8181 • e-mail julian.rainsbury@london.ac.uk

30 November 2011

Rosemary Clements
University College London
1-19 Torrington Place
London
WC1E 7HB

Dear Rosemary,

Parties: University of London (1) and UCL (2)
Premises: 31-34 Gordon Square and 14 Taviton Street, London
Lease: 5 August 2003

I refer to your e-mail to me of 29 November regarding the proposed addition of a banner on the Archaeology Building (31-34 Gordon Square). I refer also to clause 5.10 of the above mentioned lease dated 5 August 2003 (the **Lease**) which states that the University of London's approval is required in relation to any signs which will be visible from outside the property.

I confirm that subject to UCL (and any successors in title) complying with the requirements of clause 5.10(b) of the Lease, the University has no objection to the erection of a banner in the form, dimensions and location described on the attached drawing (reference SK11) (the **Banner**).

For the avoidance of doubt, this letter of consent relates only to the Banner. The provisions of the Lease remain fully effective and our approval will be required in the event that you (or your successors in title) would like to install any other signs which will be visible from outside the property.

Yours sincerely,

Julian Rainsbury
Estates Adviser

UNIVERSITY OF LONDON

SENATE HOUSE • MALET STREET • LONDON • WC1E 7HU
TELEPHONE 020 7862 8000 • WWW.LON.AC.UK