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| Delegated Report | | Analysis sheet | | Expiry Date: | | 19/11/2009 | |
| | | | | Consultation Expiry Date: | | | |
| Officer | | | | Application Number(s) | | | |
| Jenny Fisher | | | | 2009/4321/A | | | |
| Application Address | | | | Drawing Numbers | | | |
| University College London 14-16 Taviton Street London WC1E 6BT | | | | Refer to decision letter | | | |
| PO 3/4 | | Area Team Signature | | C&UD | | Authorised Officer Signature | |
| | | | | | | | |
| Proposal(s) | | | | | | | |
| Display of 2 wall mounted signs and 1 railing mounted sign (non-illuminated) to 14 Taviton Street entrance and 2 wall mounted signs (non-illuminated) to 16 Taviton street entrance, in association with the UCL Campus Wayfinding Scheme. | | | | | | | |
| Recommendation(s): | | Grant advertisement consent with conditions | | | | | |
| Application Type: | | 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: | | | | | | | |
| CAAC/Local groups* comments: | | | | | | | |
| *Please Specify | | | | | | | |

Site Description

No. 14 is occupied by the Department of Anthropology and No. 16 the School of Slavonic and Eastern European Studies. Both form part of the University of London campus. The buildings front the west side of Taverton Street

The site lies in the Bloomsbury Conservation Area, within the University Precinct and the Central London Area.

Relevant History

2006/2773/A. 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

Separate applications have been submitted and were approved in 2006 for the display of signs on grade II* listed and non listed buildings within the Bloomsbury Conservation Area.

Relevant policies

Replacement Unitary Development Plan 2006 - B4B, B7

Supplementary Design Guidance advertisements; conservation areas

Bloomsbury Conservation Area Statement

Assessment

This is part of a programme for the introduction of new corporate signage for buildings occupied by University College London.

No. 14 Taverton Street School of Anthropology

A wall mounted on one side of the entrance (proposed 1)

A wall mounted sign on a low front boundary wall indicating ramp access (proposed 2)

A railing mounted sign to one side of the entrance providing instructions for the push-bell entry system (proposed 3).

No. 16 Taverton Street (SSEES)

A new wall mounted sign either side of the entrance.

Material, detailed design and method of fixing

All are aluminium of a standard design with a recessed element denoting UCL at the base in a different colour. The typeface is suitably small and detailed design and colour scheme was agreed during pre-application meetings with the Council's Conservation and Design Officers.

There would be 6 bolt fixings per sign through a wall fixing frame.

None of the signs would be illuminated.

It is considered that the signs successfully balance the needs of improved legibility within the UCL area whilst preserving the character and appearance of the Bloomsbury Conservation Area. The proposal is therefore considered acceptable.

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