

Delegated Report		Analysis sheet		Expiry Date:		05/10/2009	
				Consultation Expiry Date:		10/09/2009	
Officer				Application Number(s)			
Jenny Fisher				2009/3351/A			
Application Address				Drawing Numbers			
Sites 12 & 13 University College Gower Street London WC1E 6BT				Refer to decision letter			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of two internally illuminated freestanding totem signs (2.3m x 0.5 m x 0.08m) at the entrance to University College, 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: <small>*Please Specify</small>		<u>English Heritage</u> Do not wish to offer comments					
Site Description							
Signs 12 & 13 The signs would be displayed behind each of the lodges at the entrance to the site. Listed building (Grade 1); within the Bloomsbury Conservation Area. The University campus includes many interlinked buildings and pedestrian routes that link the buildings internally and between levels, and for many buildings entrances are located off internal courtyards and routes.							
Relevant History							
May 2009: A number of wayfinding signs were approved for display throughout the University campus.							

Applications withdrawn followed by further discussion on site 2009/1350/A; 2009/1351/A

1. Display of two internally illuminated freestanding monolith signs (2.3m x 0.5 m x 0.08m) at the entrance to University College in association with the UCL Campus Wayfinding Scheme.
2. Display of two internally illuminated freestanding monolith signs (2.3m x 0.5 m x 0.08m) within the grounds of Univ. College in association with the UCL Campus Wayfinding Scheme.

Concerns raised by officers – the cluttered effect caused by the display of four signs within the quad.

Relevant policies

Replacement UDP: B1; B4B; B6; B7

Camden Planning Guidance 2006: adverts and signs; conservation areas; listed buildings

Bloomsbury Conservation Area Statement

Assessment

The difference between this and the previous application (withdrawn) is that the additional 2 signs previously proposed further into the quad have been withdrawn, the current application is for a sign behind each of the lodges at the entrance from Gower Street into the U.C. quad only.

This application forms part of a project for the erection of freestanding monolith or railing mounted signs throughout the University of London (UCL) campus. The signs would display a map and key directional information. All plaque signs displayed on University buildings have recently been redesigned (see history above for recently approved signage). The wayfaring signs would replace remaining out-of-date information and match the new plaque signs to reinforce the College identity. The signs would all be located on UCL owned/leased land.

The campus is spread over a considerable area, it includes many interlinked buildings and pedestrian routes that link the buildings internally and between levels. A considerable number of entrances to buildings are located off internal courtyards and routes. Although buildings themselves are now clearly signed, access to them from various points of entry onto the campus is difficult for students and visitors to find. The new signage is therefore welcome.

Separate applications have been submitted for the display of signs in front of grade II buildings one outside and others within the Bloomsbury Conservation Area.

Proposed

Type A sign: a freestanding monolith (2.3m (h) x 0.5 m (w) x 0.08m (d)). The sign would have an internal steel frame, clad in a black Vitreous enamel or painted panel with a window of reinforced glass. The window would be internally illuminated by a white LED line edge lit Perspex panel and contain mapping and directional information. The panel would be behind glass to give an even indirect illuminated glow across the graphic area. The graphics would be behind the glass panel so that they can be easily be changed as buildings and departments change on campus. The UCL logo at the lower edge would have an internal back lit LED line illumination to provide a washlit glow effect behind the fret cut logo. All LEDs are IP65, mounted internally and would not directly visible. The upper part of the sign would be clad in black enamel, the lower (0.55m. (h)) would a dark stone colour, one of four colours previously agreed with the Council when signs for building entrances were submitted for consent. The steel frame would be bolted down to a concrete foundation below ground or through a steel spreader plate where ground conditions would not allow a concrete foundation. All ground finishes would be made good.

Main issues for consideration are public safety and visual impact.

Public safety: The toughened glass window would allow views through the sign, this and illumination proposed would ensure that, should a person decide to stand behind the sign with anti-social or criminal intent, they would be visible to anyone approaching from the opposite side of the sign.

Signs 12 and 13 would be displayed one either side of the road that leads into the quad in front of University College, Wilkins Building and the Slade School of Art. Each sign would be behind a lodge at the entrance to the site and would not be visible from the public realm.

Visual impact: The site and setting of the signs are considered acceptable. They would not harm the

appearance or amenity of the area. They would not have an adverse impact on the setting of listed buildings. They would not result in visual clutter. The graphics and colours applied to the signs has been designed to match signage already approved (signage on buildings), therefore established as acceptable to the council.

The signs would comply with Camden Planning Guidance, which states that if illumination is proposed in a conservation area it should be in the form of individually illuminated letters. However other forms of illuminated advertising in conservation areas will be considered where it does not cause harm or negatively affect the character and/or appearance of the conservation area. Luminosity would be low and considered necessary in this case to enable the information to be read more clearly, especially after dark. It is considered that the signage proposed would not have an adverse impact on the character and appearance of the conservation area.

Recommend approval

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