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| Delegated Report | | Analysis sheet | | Expiry Date: | | 10/06/2009 | |
| | | | | Consultation Expiry Date: | | 27/05/2009 | |
| Officer | | | | Application Number(s) | | | |
| Jenny Fisher | | | | 1. 2009/1347/A 2. 2009/1633/L | | | |
| Application Address | | | | Drawing Numbers | | | |
| Cruciform Building Junction of Grafton Way and Huntley Street London WC1E 6BT | | | | Refer to decision letter | | | |
| PO 3/4 | | Area Team Signature | | C&UD | | Authorised Officer Signature | |
| | | | | | | | |
| Proposal(s) | | | | | | | |
| 1. Display of an internally illuminated rail mounted sign (1.3m x 1.2m x 0.055m) at the Huntley Street/Grafton Way junction in association with the UCL Campus Wayfinding Scheme. 2. Works associated with the display of an internally illuminated rail mounted sign (1.3m x 1.2m x 0.055m) at the Huntley Street/Grafton Way junction in association with the UCL Campus Wayfinding Scheme. | | | | | | | |
| Recommendation(s): | | Refuse advertisement consent Refuse listed building consent | | | | | |
| Application Type: | | Advertisement Consent Listed Building 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: | | A site notice was displayed | | | | | |
| CAAC/Local groups* comments: *Please Specify | | | | | | | |

Site Description

The Cruciform building is bounded by Grafton Way to the north, Gower Street to the east, University Street to the south and Huntley Street to the west. It is red brick with terracotta bands and dressings, and is in use as a medical school. The basement area on each elevation is enclosed with cast iron railings.

The position of site of this application is the junction of Huntley Street and Grafton Way. The building is grade II listed and within the Bloomsbury Conservation 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

2007/5762/A Display of non-illuminated and one halo illuminated external signage on buildings throughout the university campus.

A number of freestanding and wall/railing mounted signs associated with the University of London campus have recently been approved.

Relevant policies

Replacement UDP: SD1D; SD6; B1; B4B; SD6; B6; B7

Camden Planning Guidance 2006: adverts and signs; conservation areas; listed buildings
Bloomsbury Conservation Area Statement

Assessment

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 wayfinding 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. Not all of the sites selected for the display of the signs are acceptable; however, in general the new signage is welcome.

The sign would measure 1.3m x 1.2m. x 0.055m. The maximum height of letters or symbols would be 0.05m. Text would be white on a black background; the narrow panel at the base would be a dark stone colour. The steel frame of the sign would be clamped to railings. A toughened glass window would be installed with reverse applied translucent vinyl graphics internally illuminated by a white led line edge lit Perspex panel. A fret cut logo at the base would reveal a coloured panel beneath. The sign would be back lit providing a wash lit glow effect behind the logo. The sign would be fixed to railings with a bolt and railing bracket.

It is considered that the sign would appear incongruous on this highly visible and prominent corner site. It would look out of place and intrusive and appear rather crude in comparison with architectural detail of the Cruciform Building. The railings are ornate and well detailed with slender profiles and finials allowing views through. The sign would introduce what is considered to be an inappropriate attachment to the railings by reason of visual impact.

It is noted that there is a small amount of signage affixed to the railings in the vicinity; however this is minimal in size and provides information about locking bikes to the railings. It is not clear if this has consent, nevertheless it cannot be considered comparable with the size, design and position of the wayfinding sign proposed.

It should be remembered that a number of freestanding and wall/railing mounted wayfinding signs have already been given consent. They will be located at various entrances into the campus, and throughout the campus itself. As a consequence the lack of signage on this corner is unlikely to lead to confusion or disorientation.

It is considered that the sign would have an adverse impact on the special architectural and historic interest of the listed building and character and appearance of the conservation area.

The proposals do not raise any issues in terms of residential amenity or community safety.

Recommend refuse

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