

Delegated Report (Members' Briefing)		Analysis sheet		Expiry Date:		10/06/2009	
				Consultation Expiry Date:		27/05/2009	
Officer				Application Number(s)			
Jenny Fisher				1. 2009/1356/A 2. 2009/1654/L			
Application Address				Drawing Numbers			
South Quad Bloomsbury Campus University College 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 wall mounted sign (1.95m x 0.5 m x 0.055m) on the wall of a building opening onto the South Quad, in association with the UCL Campus Wayfinding Scheme. 2. Works associated with the display of an internally illuminated wall mounted sign (1.95m x 0.5 m x 0.055m) on the wall of a building opening onto the South Quad, in association with the UCL Campus Wayfinding Scheme							
Recommendation(s):		1. Grant advertisement consent 2. Grant 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:		<u>English Heritage</u> Authorisation to determine					
CAAC/Local groups* comments: <small>*Please Specify</small>		<u>Bloomsbury CAAC</u> We cannot accept the need for this to be illuminated. <u>Officer comment</u> The sign would be partially internally illuminated, this would only be for particular areas of the sign and a washlight glow effect would create a discrete effect. Luminosity would be low and considered necessary in this case to enable the information to be read more clearly, especially after dark.					

Site Description

A flank wall to the south wing of University College. The wall is adjacent to one of the exits from the south wing that opens onto a passage linking entry into the campus from Gordon Street towards the South Quad and beyond. The Print Room café also opens onto the South Quad.

University College is a grade 1 listed building.

The site forms part of the University of London campus. 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.

May 2009 a number of Wayfinder signs throughout the campus, free standing and wall mounted, have been approved. None of which have been attached to a grade 1 listed building.

Relevant policies

Replacement UDP: SD1D; B1; B4B; B7

Camden Planning Guidance 2006: adverts and signs; conservation areas

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 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.

Type C wall mounted

The sign would measure 1.95m. x 0.5m. x 0.055m. Height from the ground – 0.5m. 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 main issue in this case is visual impact

The sign would be affixed to the wall of a building within the campus; it would not be visible from the public highway. In this case it would face onto a through-passage and is located away from the principle facades of the grade 1 listed building. Despite its size, on a building of this scale, the sign would have a minimal impact, especially as it does not interfere with architectural features and is fixed to a plain stock brick wall.

The site and setting of the sign is considered acceptable. It would not harm the special historic character of the listed building, appearance or amenity of the area or result in visual clutter. The graphics and colours applied to the signs have been designed to match signage already approved (signage on buildings), therefore established as acceptable to the council.

The applicant has submitted details of the method of fixing the sign to the wall, this is also considered acceptable.

The sign would be partially internally illuminated, this would only be for particular areas of the sign and a washlight glow effect would create a discrete effect.

The sign would comply with Camden Planning Guidance. 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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