

Delegated Report		Analysis sheet		Expiry Date:		05/06/2009	
		N/A		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Jenny Fisher				2009/1341/A			
Application Address				Drawing Numbers			
The junction of Torrington Place and Gower Street University College London WC1E 6BT				Refer to draft decision notice.			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of an internally illuminated freestanding monolith sign (2.3m x 0.5 m x 0.08m) at the junction of Torrington Place and Gower Street in association with the UCL Campus Wayfinding Scheme.							
Recommendation(s):		Grant conditional advertisement consent					
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:		N/A					
CAAC/Local groups comments:		N/A					

Site Description

The north corner of the junction of Torrington Place and Gower Street. A low wall encloses an open lightwell in front of the Engineering Faculty (fronting Torrington Place) adjoining the Darwin Building (fronting Gower Street). In front of the wall is a small area of open space under the ownership of the University which adjoins the public highway. The site is located within the Bloomsbury Conservation Area.

Relevant History

May 2009 A number of applications have been made for Wayfinder signs throughout the UCL campus, both free standing and wall mounted, most of these applications have been approved.

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against. However, it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

The London Borough of Camden adopted Unitary Development Plan 2006

SD1D Quality of Life – community safety
SD6 Amenity for occupiers and neighbours
T3 Pedestrians and cycling
B1 General design principles
B4B Advertisements and signs
B7 Conservation areas

Camden Planning Guidance 2006

Bloomsbury Conservation Area Statement 1998

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. 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.

Proposed: 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 be 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 sign would be extremely narrow (0.08m) and only 0.5m wide, not large enough to conceal a person who may decide to get behind it. 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. It would be set back off highway and well away from the tactile pavement edge. It is considered that it would not present a hazard to pedestrians. The washlit sign would not conflict with traffic lights at this junction.

Visual impact: The site and setting of the sign is considered acceptable. It would not harm the appearance of the area or the amenity of the occupiers of neighbouring properties. It 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 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.

Recommendation: Grant conditional advertisement consent.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613