

**Signage Project (21988D)**  
**D - Camden Council, External Signage**

Planning Design Statement  
23rd August 2016

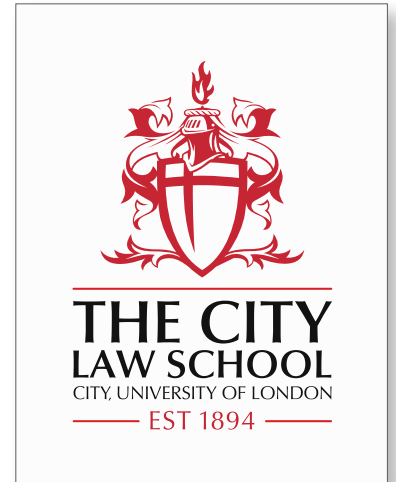
On behalf of City, University of London



**wsassociates** →

This document accompanies and supports an advertising consent application for “City, University of London” to replace one non-illuminated sign at mid-level height at 4 Gray’s Inn Place, London WC1R 5DX. To be read in conjunction with illustrated schedule reference 21988D and maps of the campus detailing the sign location.

City University London have recently been awarded University of London status. This means that all existing signs need to be re-branded to display the new status. The new brand comprises of a shield symbol in red, plus black lettering (including the words “University of London” and red lines, all mounted onto a white back tray.



### Address

4 Gray’s Inn Place,  
London WC1R 5DX

## GRAYS INN PLACE

4 Gray's Inn Place  
London, WC1R 5DX

Camden Council  
Planning Authority

GR quantity - x1

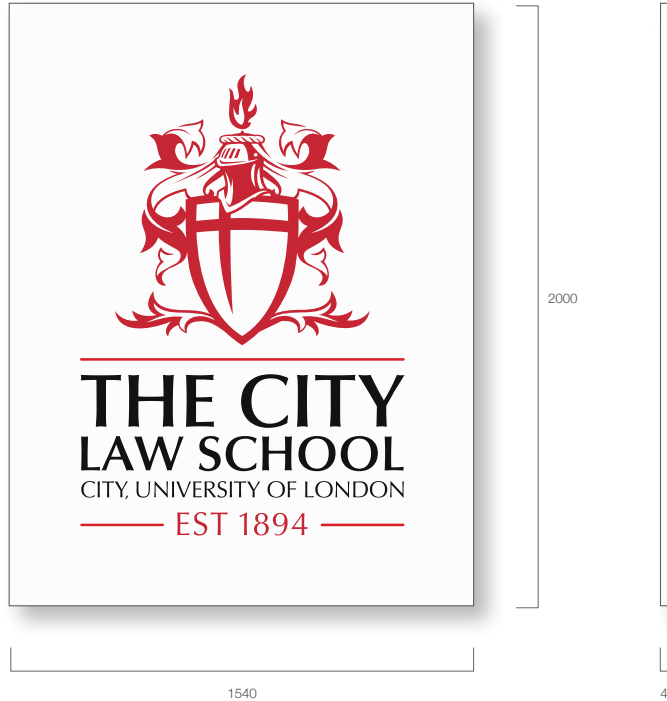
01 size - 1540 x 2000mm

scale - 1:25

assembly - 3mm aluminium  
tray sign with 40mm returns and  
applied vinyl graphics

fixing - screw fix to wall using  
hidden fixings

note - remove existing sign



EXISTING



PROPOSED

