

Deloitte. Real Estate

Deloitte LLP
Athena Place
66 Shoe Lane
London
EC4A 3BQ

Phone: +44 (0)20 7936 3000
Fax: +44 (0)20 7583 1198
www.deloittereal estate.co.uk

Direct phone: +44 20 7303 2908
loliva@deloitte.co.uk

Planning Department
London Borough of Camden
2nd Floor, 5 Pancras Square
c/o Town Hall, Judd Street
London
WC1H 9JE

FAO Antonia Powell

09 August 2017

Dear Ms. Powell,

UCL FACULTY OF LAWS: BENTHAM HOUSE, 4-8 ENDSLEIGH GARDENS WC1H 0EG APPLICATIONS FOR ADVERTISEMENT CONSENT AND LISTED BUILDING CONSENT

On behalf of our client, University College London (UCL) (the 'Applicant'), we hereby submit to the London Borough of Camden an application for Advertisement Consent and an application for Listed Building Consent, for the installation of two new signs, one located at the entrance of Bentham House, on the corner of Endsleigh Gardens and Endsleigh Street, and the other located on the north side of the building, on Endsleigh Gardens. The description of the development is:

"Installation of new sign for building name on existing base, with new monolith plinth, and a new sign for building name on existing wall"

Background

UCL is London's leading multidisciplinary university, with over 11,000 staff and nearly 40,000 students. It was ranked seventh in the QS World University Rankings 2016/17 and provides excellence and leadership in teaching and research.

The University is embarking on an ambitious programme of renovation and redevelopment across its sites. The Faculty of Laws, which occupies both Bentham House and the adjacent Gideon Schreier Wing, has formed part of these ongoing efforts to improve the offering to students. Both buildings have been subject to a number of planning and listed building consent applications in recent years, which have primarily sought permission for a new extension, refurbishment and modernisation works.

In association with these works to refurbish Bentham House, Advertisement Consent and an associated Listed Building Consent, is now sought for two new signs for the building. The first of these is on an existing base, located at the entrance of the Bentham House building, alongside an existing wayfinding totem sign. The second is an additional building name sign, located at the existing steps on Endsleigh Gardens, on an existing stone wall.

Site Location and Description

The application site is on the eastern side of the UCL Bloomsbury Campus, and is located on the corner of Endsleigh Gardens and Endsleigh Street. The surrounding area is characterised by a mix of uses in line with

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 2 New Street Square, London EC4A 3BZ, United Kingdom.

Deloitte LLP is the United Kingdom member firm of Deloitte Touche Tohmatsu Limited ("DTTL"), a UK private company limited by guarantee, whose member firms are legally separate and independent entities. Please see www.deloitte.co.uk/about for a detailed description of the legal structure of DTTL and its member firms.

© 2017 Deloitte LLP. All rights reserved.



its Central London Location, including student residences (use class sui generis) on Endsleigh Street, the Hilton Euston hotel (use Class C1) to the rear of the site, offices (use Class B1) and various buildings in higher education use (use Class D1).

The site is located within the Bloomsbury Conservation Area. Bentham House is Grade II listed (List no. 1417858). In close proximity are a number of listed buildings, including the 'Cora Hotel' (now Hilton Euston) (Grade II) 30m to the east, and numbers 3-6 Endsleigh Street (Grade II) 30m to the south east.

The primary new advertisement will be located adjacent to the existing steps to the main entrance of Bentham House, which is on the junction of Endsleigh Gardens and Endsleigh Street. The sign itself will be located on an existing base facing the pavement and alongside an existing, taller, totem sign. The second new sign will be located on the existing steps on the north side of building, on Endsleigh Gardens. The sign will be located on an existing stone wall, and designed to be visible for those travelling west on Endsleigh Gardens.

Planning History

Both Bentham House and the adjacent Gideon Schreier Wing received Planning and Listed Building Consent in 2014 for their extension, refurbishment and modernisation. Details of these applications, and a previous Advertisement Consent application for the existing totem signage, are set out below.

Application Reference	Address	Description	Status
2016/3298/P	Bentham House, 4-8 Endsleigh Gardens	Installation of rooflight and 2 air vents at roof level.	Granted (August 2016)
2016/3807/L	Bentham House, 4-8 Endsleigh Gardens	Internal alterations including removal of partitions at 5th floor and installation of insulation, the addition of partitions at 1st to 4th floor and re-wiring throughout, and the installation of rooflight and 2 air vents at roof level.	Granted (August 2016)
2016/2131/P	Gideon Schreier Wing, 1-2 Endsleigh Street	Replacement of 3 x existing windows with 1 large window with sliding glazed doors at roof level.	Granted (July 2016)
2014/5034/P	Bentham House, 4-8 Endsleigh Gardens & Gideon Schreier Wing, 1-2 Endsleigh Street	Enlargement and external alterations, including recladding and the addition of one storey to the Gideon Schreier wing, new five storey rear extension and associated provision of external cycle parking and landscaping, following substantial demolition of Gideon Schreier Wing; all in association with the refurbishment of the existing university building (Use Class D1).	Granted (December 2014)
2014/5044/L	Bentham House, 4-8 Endsleigh Gardens	External and internal alterations to Bentham House including re-organisation of ground floor reception and circulation spaces, alterations to existing windows to create a new entrance lobby and link to new rear extension and associated works; all in association with the refurbishment of the existing university building.	Granted (November 2014)
2010/4864/A	Bentham House, 4-8 Endsleigh Gardens	The erection of a free standing internally illuminated wayfinder sign, at the front entrance of existing educational building (Class D1).	Granted (November 2010)

Proposed Development

Primary Sign at Main Entrance

There is currently an existing monolith sign on a stone-clad base located where consent is sought for the new advertisement. It is proposed that the existing stone-clad base would be retained and reused, and the existing monolith above would be replaced with a new stone-clad monolith. The new monolith will be of similar dimensions to the existing, and will sit alongside the existing totem sign (approved by 2010/4864/A).

The new stone cladding will match that on the exterior of Bentham House. At the lower level, the new stone cladding will be of a different stone type, in order to provide a difference in tone. Within this lower portion of the monolith will be a new flangeless bricklight where an existing bricklight is currently located.

It is proposed that the building name advertisement on the stone monolith is comprised of a continuous metal wrap, located on the street facing side of the sign, and will be bronze in colour. This bronze element would be anodised to match the new window frames installed as part of the wider Bentham House refurbishment works. The lettering for the building and department name will be cut into the bronze coloured metal wrap, behind which there will be a translucent backing. This will enable the text to be illuminated by hidden LED strips.

Please refer to the plans, application forms, and imagery submitted in support of this application for further details of the proposals.

Second Sign on Endsleigh Gardens

A second sign is proposed to be located on an existing stone wall which is located alongside existing steps on the northern side of the building. These steps are on Endsleigh Gardens at an unused entrance, and have a small stone wall on both sides. It is proposed that a sign is installed on the right-hand of these two walls, facing inwards.

The proposed sign has been designed to match that proposed at the main entrance in both size and colour, and so will again comprise a continuous metal wrap on the front and partially the front side of the wall. It will again be bronze in colour, and anodised to match the new window frames used in the refurbishment of the building.

In contrast to the sign at the main entrance, the building name and department lettering on this second sign will not be illuminated. The text will instead be printed in white, and in a matching typeface to that on the primary sign.

The Development Plan

The development plan comprises the London Plan (2016), the Camden Core Strategy (2012), and the Camden Development Management Policies (2010). The National Planning Policy Framework (NPPF), National Planning Practice Guidance (NPPG) and Camden Planning Guidance: CPG 1 Design (2015) are relevant material considerations, alongside the soon to be adopted draft Camden Local Plan (2016).

The following policy designations apply to the site:

- Bloomsbury Conservation Area (Policy CS14);
- Central London Area (Policy CS3); and,
- Designated View - 4A.1 Primrose Hill summit to St Paul's Cathedral - Right Lateral Assessment Area.

The main planning considerations in relation to this application are summarised below, alongside the relevant planning policies.

Planning Policy Considerations

Design, Heritage and Conservation

Policy D4 (draft Local Plan): Advertisements – *this policy explains that the council will require advertisements to preserve or enhance the character of their setting and host building. In doing so, advertisements are required to "respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail".*

Policy CS14: Promoting high quality places and conserving our heritage – *this outlines the need to ensure development is of a high quality design which subsequently respects the local context and character. In recognition of Camden's 'rich and diverse heritage assets and their settings', the policy also explains that the Council will seek to preserve these assets, with particular attention given to listed buildings and conservation areas.*

Policy DP24: Securing high quality design – *this policy requires all forms of development to be of the highest standard of design, as well as expecting all development to consider the character, setting, context and the form of neighbouring buildings.*

Policy DP25: Conserving Camden's heritage – *this policy explains that development within Conservation Areas will only be permitted if it preserves and enhances the character and appearance of the area. A similar approach is taken for listed buildings, where it is stated that development will not be permitted if it is considered that it will cause harm to the setting of a listed building.*

Policy D2: Heritage (draft Local Plan) - *this policy maintains the need to protect Camden's heritage assets. It also recognises the need to consider the relative weight of public benefits when assessing development proposals which results in substantial harm to listed buildings. It is also emphasised that the council will resist any alterations or extensions which would cause harm to the special architectural and historic interest of a listed building.*

Applicant's Response

The proposals will mean that a currently uncomplimentary black-coloured monolith at the main entrance is replaced. Although similar in size and proportion, the materials used at the main entrance to the building will be more sympathetic to the building, and of a higher quality design.

The proposed monolith signage at the main entrance has been designed with careful consideration given to the character of the conservation area, and the setting of the Grade II listed Bentham House. The proposed material palette of high-quality stone cladding and anodised bronze on the monolith sign are in keeping with the stone clad façade and anodised bronze windows on the refurbished Bentham House, in terms of their materiality, colour and appearance. Furthermore, a number of the surrounding buildings, including the adjacent Grade II listed Hilton Euston hotel, are also constructed of similar and complimentary materials, meaning the proposals respect their appearance and setting. Therefore the proposed new sign on the monolith will improve the appearance of the main entrance to Bentham House, when compared to the existing poor quality and unsympathetic signage.

The second sign, located on Endsleigh Gardens, will also be in keeping with the building, as like the proposed sign at the main entrance, it will match the colour used for the new windows at the building. As the sign will be installed on an existing stone wall, its support is therefore in keeping with Bentham House's appearance.

Both signs will enhance the character of their setting and host building, which is highlighted as necessary in Policy D4 of the draft Local Plan. The signs will also improve the relationship of the building with the street and public realm. The new high quality signs will name the building and act as a way-finder for students and staff visiting the building, as well as members of the public walking by.

For these reasons, it is argued that the advertisement element of the proposals is again in adherence to the policies outlined above.

Amenity

Policy DP26: Managing the impact of development on occupiers and neighbours – *this states that “the Council will protect the quality of life for occupiers and neighbours by only granting permission for development that does not cause harm to amenity”, and will consider the impacts of artificial light levels.*

Policy CS5: Managing the impact of growth and development – *this policy explains that in order for Camden residents’ amenity to be protected, the Council will ensure that the impact of developments on neighbours is fully considered.*

Policy A1 (draft Local Plan): Managing the impact of development – *this policy outlines the council’s aim to protect the quality of life of occupiers and neighbours. To do so, it states they will seek to ensure the amenities of communities, occupiers and neighbours is protected by considering aspects such visual privacy and outlook.*

CPG 1 – Design: Chapter 8 ‘Advertisements, signs and hoardings’ – *Whilst this chapter of the Design guidance mirrors much of the previously-mentioned importance of good design for advertisements, it also outlines the importance of height and public safety.*

Applicant’s Response

The proposed sign at the main entrance will be illuminated. An existing brick-light will be replaced with new, whilst the sign itself will be internally lit using LED strips. The proposed lighting will be static only, and the light omitted will be ambient in nature, allowing the sign to be read in the dark whilst not being excessively bright.

There are student residences across Endsleigh Street. It is not considered that the proposed illuminated sign will contribute to increasing artificial levels of light in the area and therefore will not disturb or alter the existing level of amenity for resident students or other neighbouring occupiers.

The second proposed sign, on Endsleigh Gardens, will not be illuminated, and so is also not considered to pose a threat to the amenity of occupiers and neighbours.

As previously outlined with regard to the design and setting of development, the proposals demonstrate that the visual amenity of the development has also been considered. Through developing a design which is complementary to the appearance of adjacent buildings, and by ensuring the development does not encroach on the access of these buildings, the amenity of those using these buildings is protected. This is in adherence with the Camden Design Guidance, as the document explains that low-level advertisements like that proposed here have a lower visual impact. It also emphasises the need for signs to not interrupt pedestrian traffic, which the proposed locations of these signs allow. The visual outlook of those using the neighbouring buildings is also improved, which is noted as important in Policy A1.

Application Submission

This application comprises and is supported by the following documents:

- Advertisement Consent Application Forms and Certificates (prepared by Deloitte);
- Listed Building Consent Application Forms and Certificates (prepared by Deloitte);
- Site Location Plan (prepared by Levitt Bernstein);
- Existing and proposed drawings (prepared by Levitt Bernstein);
- Detailed drawings (prepared by Levitt Bernstein); and,
- Computer-generated image of proposed sign at main entrance (prepared by Levitt Bernstein).

Deloitte.

The application fee total of £110.00 for the advertisement consent will be paid via cheque under separate cover.

We trust that you have all the information you need to validate the application. Should you have any queries or require any further information, then please do not hesitate to contact my colleague Phil Wright (020 7303 6106 / phiwright@deloitte.co.uk).

Yours sincerely,



Leonie Oliva
Deloitte LLP

ENCS.