

31 July 2019

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

FAO David Peres De Costa

Dear David,

UCL ASTOR COLLEGE, 99 CHARLOTTE STREET, W1T 4QB, APPLICATION FOR ADVERTISEMENT 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 for the installation of one new sign, located at the entrance of Astor College, 99 Charlotte Street. The description of the development is:

"Installation of one non-illuminated sign for the building name and number at the main entrance of Astor College, 99 Charlotte Street."

Background

UCL is London's leading multidisciplinary university, with over 11,000 staff and nearly 40,000 students. UCL has recently carried out an ambitious programme of renovation and redevelopment across a number of its sites. As part of this programme, UCL has undertaken a full refurbishment of Astor College, a block of accommodation for students of UCL located on Charlotte Street. The newly refurbished and extended building is due to open imminently. UCL are seeking to install a new advertisement to set out the building name and address at the main entrance on Charlotte Street.

Site Location and Description

The application site is located to the south west of the UCL Bloomsbury Campus, on Charlotte Street. The surrounding area is characterised by a mix of uses in line with its Central London location, including offices, retail, higher education and residential.

The new advertisement will be located adjacent to the main entrance of Astor College. The sign will set out the number and name of the building and will be located adjacent to the main entrance on Charlotte Street.

Planning History

Astor College was subject to a full planning application (reference 2015/1139/P) for a full refurbishment, 2 storey upper ground floor extension, 8 storey rear extension and front central bay extension. The refurbishment

provided 60 additional bedrooms, relocated the main entrance, provided a ground floor café and pedestrianised the Bedford Passage. The application was granted in August 2015.

Proposed Development: Main Entrance Sign

The sign consists of the name and number of the building ("99 Astor College"), and will be located to the right hand side of the main entrance. The sign itself is to be made out of Marine Grade 10mm stainless steel in a brushed finish, mounted onto 3mm aluminium cladding and spot welded onto the concrete wall. Upon installation, the holes and rear of the letters are to be filled with silicone in order to secure a flush, fixed finish.

The Development Plan

The development plan comprises the London Plan (2016) and the Camden Local Plan (2017). The National Planning Policy Framework (NPPF), National Planning Practice Guidance (NPPG) and Camden Planning Guidance: CPG 1 Design (2019) are relevant material considerations.

The Camden Planning Policy Map designates the site as being located within the Central London Area (Policy CS3).

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

Planning Policy Considerations

Design

Policy D1: Design of the Camden Local Plan (2017) – *"the council will seek to secure high quality design in development. The council will require that development respects local context and character and is sustainable in design and construction."*

Policy D4: Advertisements of the Camden Local Plan (2017) – *"the council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail."*

Applicant's Response

The proposal will be in keeping with and complementary to the recently refurbished Astor College and its new modern façade (reference: 2015/1139/P). The proposed sign will be made of the highest quality Marine Grade 3mm stainless steel, and will be stud-welded to an aluminium cladding to ensure longevity and durability. The brushed effect of the stainless steel will give a high quality finish.

For these reasons, the advertisement is in adherence to the policies outlined above.

Amenity

Policy A1: Managing the impact of development of the Camden Local Plan (2017) – *"the council will seek to protect the quality of life of occupiers and neighbours. We will seek to ensure that the amenity of communities, occupiers and neighbours is protected."*

CPG Design 1 (2019) – Advertisements '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 sign will not be illuminated. Its content sets out the name and number of the building. Therefore, the sign will not have any impact on the amenity of local residents and workers, except the easier identification of the building. There is no adverse impact to public safety.

Application Submission

Alongside this covering letter, this application comprises and is supported by the following documents:

- Proposed Elevations Plans (DLA Architecture);
- Proposed Signage Location (DLA Architecture);
- Exterior Entrance Sign Design (Atlantic Design); and,
- Advertisement Consent Application Forms and Certificates (prepared by Deloitte).

The application fee of £132.00 will be paid online at the time of submission via the planning portal.

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 Ellie Bird (020 7007 3891 / ebird@deloitte.co.uk).

Yours sincerely

A handwritten signature in blue ink that reads "John Adams". The signature is written in a cursive style with a horizontal line underneath the name.

John Adams
Deloitte LLP