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

FAO Laura Hazelton

Dear Ms. Hazelton,

**9-11 Endsleigh Gardens, University College London, WC1H 0EH
Application for Advertisement Consent (ref. PP-08333474.)**

On behalf of our Client, University College London ('UCL'), please find enclosed an application for advertisement consent at 9-11 Endsleigh Gardens, WC1H 0EH. The application is for the replacement of a sign located at the entrance of the building with a new sign. The description of development is:

"Replacement of one existing sign with one new aluminium sign at the entrance of 9-11 Endsleigh Gardens"

Background to Application and Site Location

UCL are seeking to replace the existing entrance signage at 9-11 Endsleigh Gardens, with a new entrance sign. The new sign will be designed in line with UCL's branding and will assist in wayfinding for staff and students across the Bloomsbury Campus.

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 its central London location, including student residences (use class sui generis) on Endsleigh Street, the Hilton Euston hotel (use Class C1), offices (use Class B1) and various buildings in higher education use (use Class D1).

The site is located within the Bloomsbury Conservation Area. In close proximity to the site are a number of listed buildings, including Bentham House (Grade II) 30m to the east, 3-6 Endsleigh Street (Grade II) 60m to the south east and 1-12 Taviton Street (Grade II) 100m to the south west. The site itself is not listed.

Proposed Development

The new advertisement will be located adjacent to the existing steps to the main entrance of 9-11 Endsleigh Gardens. The sign itself will be mounted on a stone wall to the left of a door and will face the pavement.

The new sign will be installed at the entrance to the building. See below for design of the proposed sign.

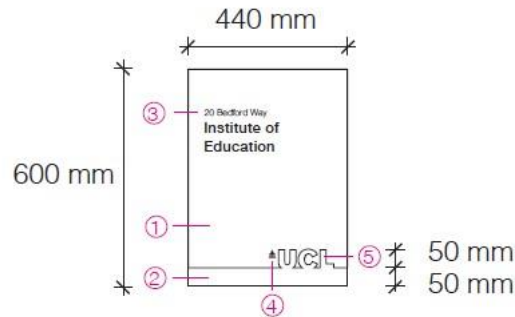


Figure 1: Design of Proposed Sign (Source: Design Statement prepared by Place Marque)

The sign will be made of aluminium coated in the specified colours set out in table 1. The sign will not be illuminated. The text and logo will be printed in white. Fret cut 'UCL' letters will be on the upper aluminium tray, exposing an under tray beneath.

Mid Tone Stone	Pantone 7530	BS 08 B 21	Conservation Areas default colour
Light Stone	Pantone 7528	BS 08 B 17	Conservation Areas Portland Stone

Table 1: Specified Colours

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

The Development Plan and Planning Considerations

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

The following policy designations apply to the site:

- Bloomsbury Conservation Area;
- Central London Area; 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.

Design, Heritage and Conservation

Policy D1 (Camden Local Plan): '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 D2 (Camden Local Plan): 'Heritage' – this policy 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 including conservation areas”, the policy also explains that the Council will seek to preserve these assets, with particular attention given to conservation areas.

Policy D4 (Camden Local Plan): ‘Advertisements’ – this policy sets out 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”.*

Applicant’s Response

The proposals are for the replacement of an existing sign at the main entrance to the building, with a new sign of UCL branding. The replacement sign will be of similar size and proportions. The new proposed colour choice of ‘Stone’ is in line with the built fabric of the area and will not detract from the character of the Bloomsbury Conservation Area.

The sign will improve the relationship of the building with the street and public realm. The new high quality sign 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.

Overall the design of the sign is considered to be of a high quality and will have a positive contribution to the character of the Conservation Area and the setting of neighbouring listed buildings.

Application Submission

This application comprises and is supported by the following documents:

- Advertisement Consent Application Forms and Certificates (prepared by Deloitte);
- Site Location Plan (prepared by Place Marque);
- Site Plan (prepared by Place Marque);
- Existing and proposed elevations (prepared by Place Marque);
- Detailed drawings (prepared by Place Marque); and,
- Computer-generated images of proposed sign at the main entrance (prepared by Place Marque).

The application fee total of £132 for the advertisement consent 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 Alice Young-Lee (020 7303 4778 / alicesyounglee@deloitte.co.uk).

Yours sincerely



John Adams
Deloitte LLP