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Deloitte LLP
1 New Street Square
London
EC4A 3HQ

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

Direct phone: +44 20 7007 2134
ddabbas@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

Dear Antonia,

55-59 Gordon Square and 10, 11, 18 and 24-28 Woburn Square

Application for Advertisement Consent and Listed Building Consent

On behalf of our client, University College London ('UCL') (the 'Applicant'), we hereby submit an application to the London Borough of Camden ('LBC') for Advertisement and Listed Building Consent, for the installation of eight new signs located adjacent to the external entrance doors of the following properties: 55-59 Gordon Square and 10, 11, 18 and 24-28 Woburn Square. The description of the development is:

"Installation of eight non-illuminated signs for the building name and number at the main entrances of 55-59 Gordon Square and 10, 11, 18 and 24-28 Woburn Square."

Site Location and Description

55-59 Gordon Square

The application site is located within the UCL Bloomsbury Campus. It is bounded by Woburn Square to the west, Gordon Square to the north, 26 Bedford Way (Institute of Education) (IoE) to the east and 17 Woburn Square to the south. The site is located on the northeast corner of Woburn Square. The Square forms a series of planned Georgian Squares across the Bloomsbury character area.

The buildings are in D1 use.

Woburn Square Terraces

The application site is located within the UCL Bloomsbury Campus. The properties are located on either side of Woburn Square, with 10 and 18 facing the eastern end and 24-28 facing the western end of the Square. The sites are bounded by the Warburg Institute to the west, 26 Bedford Way (Institute of Education) Gordon Square to the north, and the Southern Oriental African Studies (SOAS) University to the south.

The properties are in D1 use. 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, hotels (use Class C1), offices (use Class B1) and various buildings in higher education use (use Class D1).

All the properties subject to this application are located within Sub-area 2 of the Bloomsbury Conservation Area 'Gordon Square/Woburn Square/Byng Place' and are Grade II listed. The site location plan is extracted below for reference.

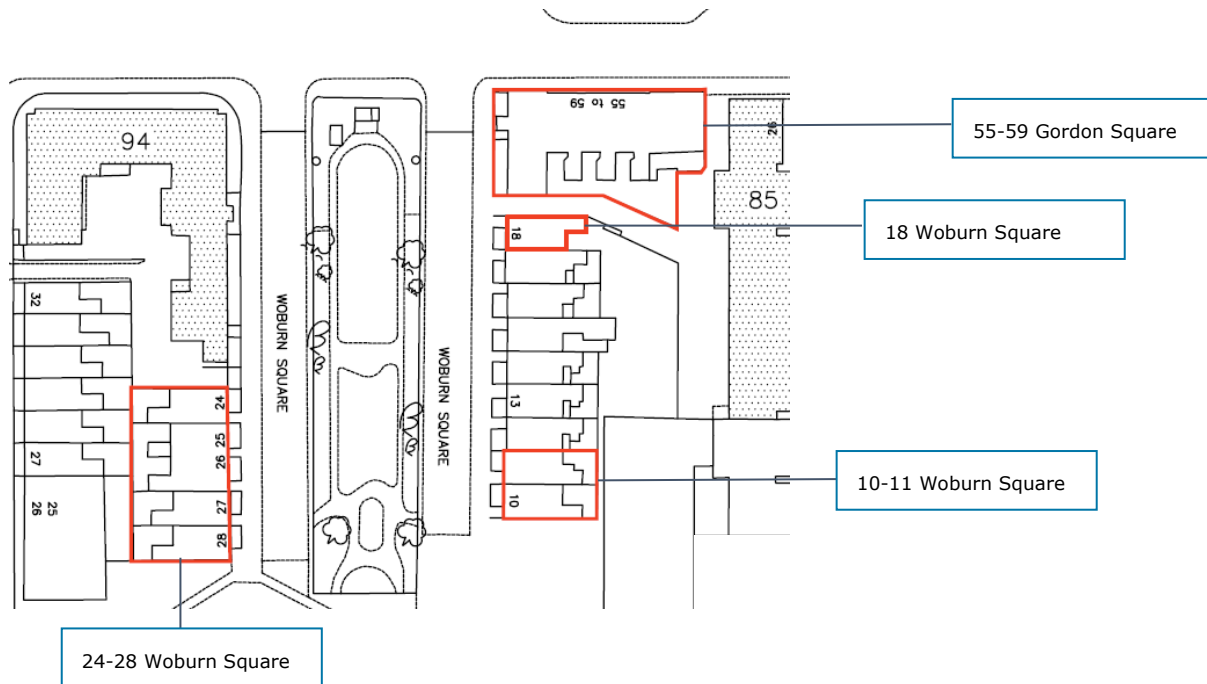


Figure 1: Site Location Plan (Source: Design Document prepared by Place Marque)

Context to the Application

UCL is seeking to implement an improved signage strategy across its satellite buildings to improve wayfinding, legibility across the Bloomsbury Campus and student experience. This proposed signage strategy will form a coherent approach to building names using the UCL branding. The proposed signs will be located at the front entrances and have been carefully designed to ensure they positively contribute to the character of the host building and setting of the Bloomsbury Conservation Area.

Proposed Development

The signage strategy across the eight properties will be consistent in terms of size, materials and branding. Each sign will measure 440 x 600mm. Each sign consists of the building name printed on the top left corner with the "Institute of Education" printed underneath in white. The UCL logo will be printed on the bottom right hand corner.

The sign itself will be made out of 3mm aluminium fret-cut upper tray, polyester powered coated in black with a gloss finish. The upper tray will be mounted on to the 3mm aluminium under-tray, which will be polyester powder coated to in mid tone and light stone colour (Pantone 7530 BS 08 B 21 and Pantone 7528 BS 08 B 21 respectively), to match the wider Bloomsbury Conservation Area default colour. Figure 2 reflects an example of the proposed signage and identifies its dimensions and proportions.

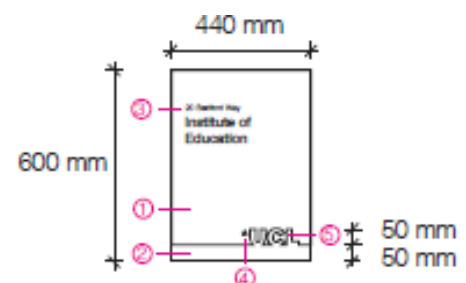


Figure 2: Proposed Signage Example

The proposed signs at 55-59 Gordon Square, 10, 11, 24-28 Woburn Square will be located to the left hand side of the main entrances. Meanwhile, the proposed sign at 18 Woburn Square will be located to the right

hand side of the main entrance. The proposed signage has been carefully thought through in order not to detract from the quality of the external facades.

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

The Development Plan and Policy Designations

The development plan comprises the London Plan (2016, amended 2017) 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 in relation to this application are summarised below, alongside the relevant planning policies.

Planning Policy Considerations

Design, Heritage and Conservation

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 D2 'Heritage' of the Camden Local Plan (2017) – *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.*

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 proposed signs have been designed with careful consideration given to the character of the conservation area and character and setting of the Grade II listed buildings. 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. Therefore, the signs will also improve the relationship of the building with the street and public realm.

The proposed colour of the under-tray and UCL logo will consist of the Bloomsbury Conservation Area default colours, Mid Tone Stone and Light Stone (Pantone 7530 BS 08 B 21 and Pantone 7528 BS 08 B 17 respectively). The materials and colour will be sympathetic to the building and setting of the Conservation Area to ensure a high quality design and finish. The installation of the sign will have minimal interaction with the original building fabric and will cause no harm to the listed buildings

For these reasons, the signs are considered acceptable and aligned with local policy.

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 Placemarque);
- Site Plans (prepared by Placemarque); and,
- Detailed Pack of Drawings (prepared by Placemarque).

The application fee total of £132.00 for the advertisement consent will be paid via 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 Dena Dabbas (020 7007 2134 / ddabbas@deloitte.co.uk)

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'John Adams', with a horizontal line underneath.

John Adams
Deloitte LLP