

Application ref: 2019/6115/L  
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Date: 18 March 2020

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
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Deloitte Real Estate  
1 New Street Square  
London  
EC4A 3HQ

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:

**55-59 Gordon Square  
10 / 11 / 18 and 24-28 Woburn Square  
Bloomsbury  
London  
WC1H 0NU**

Proposal:

Installation of 8 x 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  
Drawing Nos: Wayfinding & Signage IOE Strategy document for Gordon Square and Woburn Square dated March 2020.

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: Wayfinding & Signage IOE Strategy document for Gordon Square and Woburn Square dated March 2020.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 The fixing of the signs hereby approved shall be through mortar joints and not brickwork.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting listed building consent

The proposals are to improve the signage strategy for the UCL satellite buildings to improve wayfinding and legibility across the Campus. The proposed signs would be located at the front entrances of the Gordon Square and Woburn Square buildings which are all located in Sub-Area 2 of the Bloomsbury Conservation Area and are Grade II listed.

The signage strategy across the eight properties will be consistent in terms of size, materials and branding, and will display the building name along with the "Institute of Education" name and logo. The signs will be made of aluminium, powder coated in black with a gloss finish. Following revisions to reduce the size of the signs, the Council's Conservation Officer has confirmed there is no objection to the proposals and that they wouldn't harm the significance of the host buildings. A condition would be secured to ensure the signs were fixed to mortar joints and not through any bricks.

No objections were received prior to the determination of the application.

Special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2019.

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road

closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Daniel Pope  
Chief Planning Officer