

PLANNING  
SUBMISSION

EXTERNAL SIGNAGE  
UCLH - Tottenham Court Road  
Elevation - PLANNING SUBMISSION



19163-STW-00-XX-RP-A-00006

UCLH - TOTTENHAM COURT ROAD ELEVATION

EXTERNAL SIGNAGE - PLANNING SUBMISSION

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Designed By	STW	Scott Tallon Walker	14.02.21
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Approved By	KB	Kevin Bates	14.02.21
Scale @ Size		First Issue Date	
NTS @ A3 Landscape		14.02.2021	

Rev	Status	Initials	Date
A	Initial Issue	JM	14.02.21
B	Updated to Clients Comments	JM	15.02.21

# LOCATION

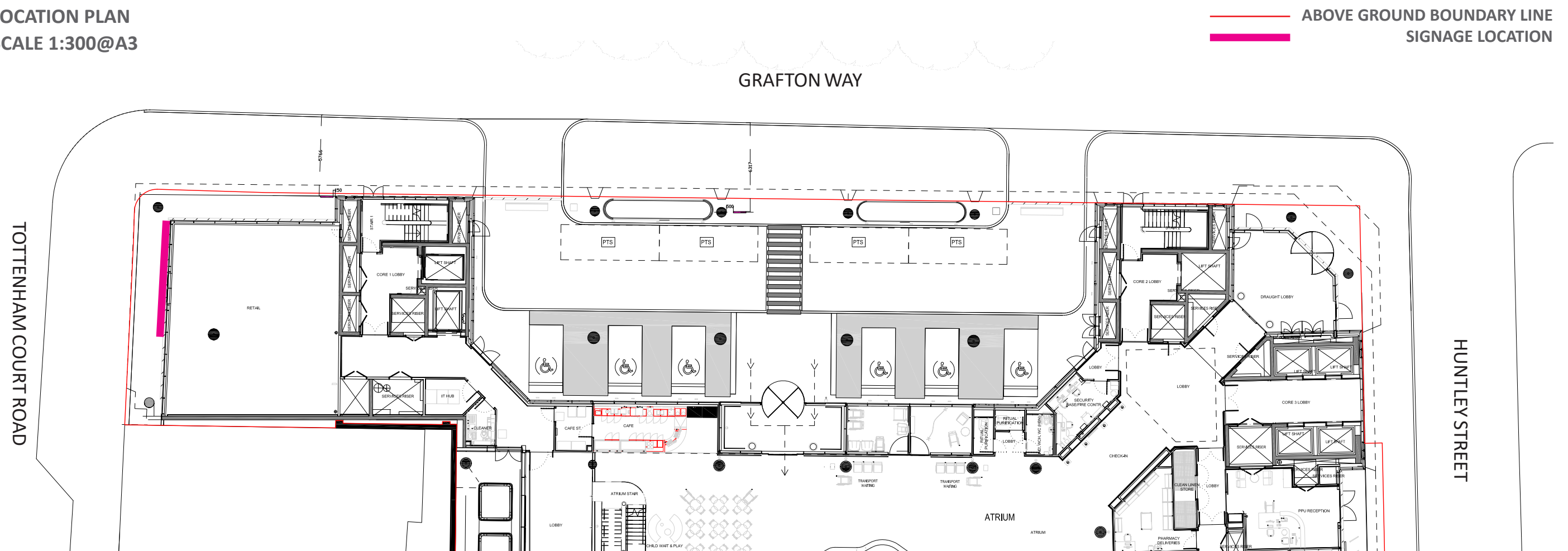
UCLH Charity has received a large philanthropic gift in support of the new hospital/Grafton Way Building. In recognition for this generous gift we would like to recognize the donor by adding his and his wife's name onto the Grafton Way Building signage. Because of the substantial size of this philanthropic gift to the hospital, we would also like to recognize him with signage on Tottenham Court Road –quite discreet and in line with the design of the building.

This document sets out the design proposal for the external signage for the University College London Hospital's new Phase 4 Proton Therapy Treatment Facility at 1 Grafton Way, Bloomsbury, London WC1E 6AS to the Tottenham Court Road elevation above the proposed retail unit on the Tottenham Court Road / Grafton Way corner of the building to the Tottenham Court Road elevation, highlighted in the location plan below.

A planning application for the signage to the Grafton Way entrance and the Huntley Street/ Grafton Way corner entrance was submitted to Camden Council on the 10th July 2020 by Jones Lang LaSalle (JLL) on behalf of UCLH with Advertisement Consent being granted on the 4th October 2020 - application reference UCLH Signage - Former Odeon Site - 2020/3065/A.

## LOCATION PLAN

SCALE 1:300@A3

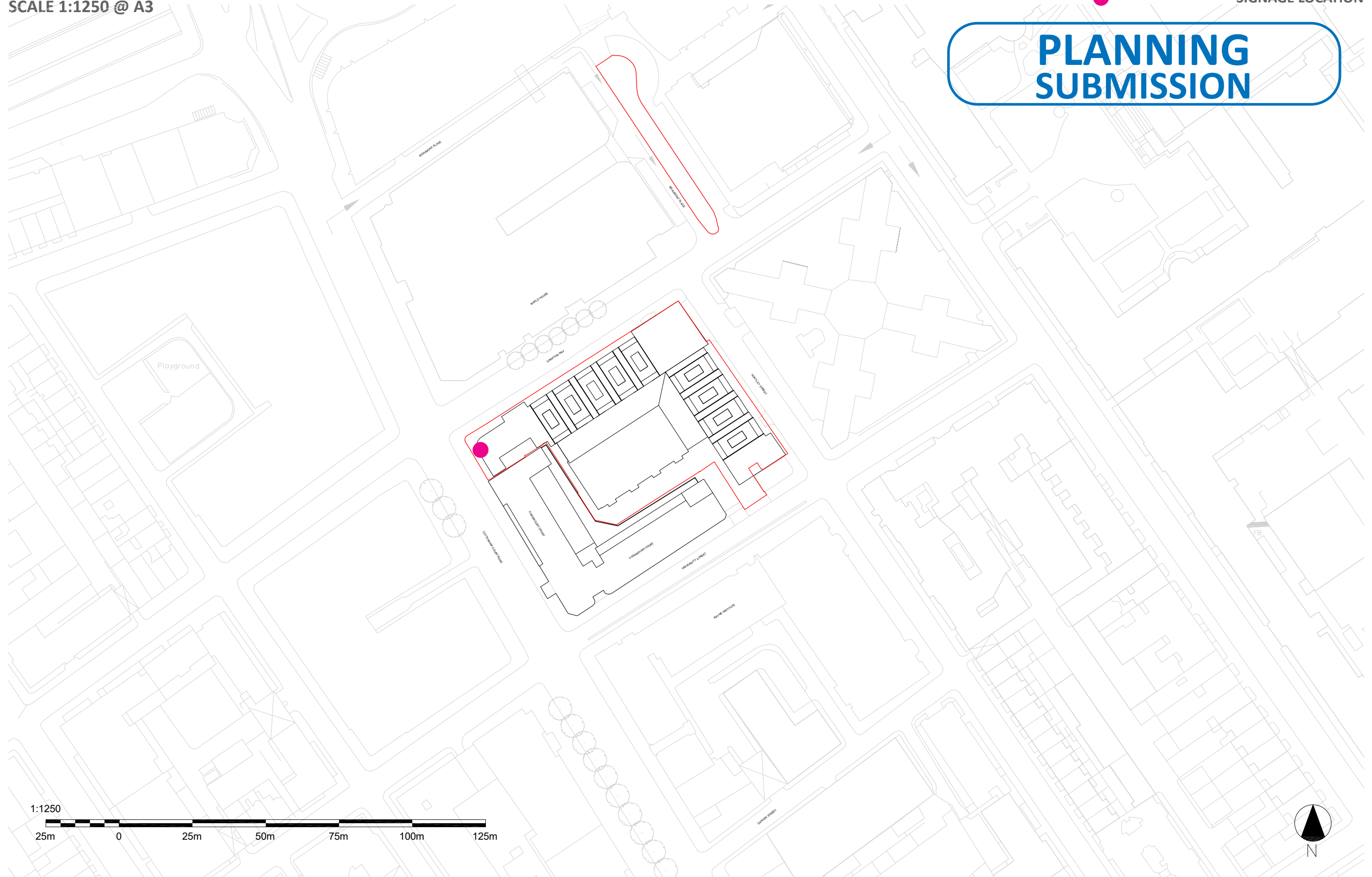


## SITE LOCATION PLAN

### SCALE 1:1250 @ A3

**ABOVE GROUND BOUNDARY LINE  
SIGNAGE LOCATION**

# PLANNING SUBMISSION



# PROPOSAL

The proposed signage is to be accommodated on the band of GRC between the glazing to the retail unit and the glazing & veil to the bedrooms above as shown on the elevation and visual on the following pages.

The existing cladding in this area is a 20mm thick Glassfibre Reinforced Concrete (GRC) panel (Fribrobeton FTB:5592). The signage sub-contractor contractor / installer is to confirm fixing methods and correct fixings with cladding manufacture prior to installation.

The signage is to be subtle so as not to compete with the future retail/ commercial signage that will be required from the vendor. The lettering to be manufactured in built up stainless steel blocks, faces & returns cut and soldered together to provide a complete dimensional letter with a premium finish join between face & return. The finish is to be a matt Polyester Powder Coated (PPC) colour to match the GRC cladding. The lettering will be flush mounted with hidden mechanical fixings, sitting 30mm proud of the GRC panels, so that it reads as part of the architecture of the building rather than highly visible signage. Typeface: Frutiger 65 Bold (NHS Branding). Examples of the proposed embossed style signage shown in the images adjacent.

- The Regulations state that Advertisement Consent will be required where:
- More than one advertisement is proposed in respect of each premises, or in the case of premises with entrances on different road frontages, one advertisement at each of two such entrances;
  - The advertisement exceeds 1.2 sqm in area;
  - The character or symbol in the advertisement is more than 0.75m in height;
  - The advertisement is more than 4.6m above ground level;
  - Illumination is proposed (unless in accordance with the terms set out in the Regulations).

As illustrated on the following pages, the proposed signage is only located on the Tottenham Court Road elevation, it is under 1.2 sqm in area, the proposed font is 0.150m in height, it sits between 3.710m and 4.085m above external pavement level and is not illuminated.

Setting out is illustrated on the proposed elevation (page 7) with the full sign located on single GRC cladding panel, 150mm high lettering over two lines, fully justified to the left with vertical justification to the centre of the panel.



LETTER EXAMPLE - STONE



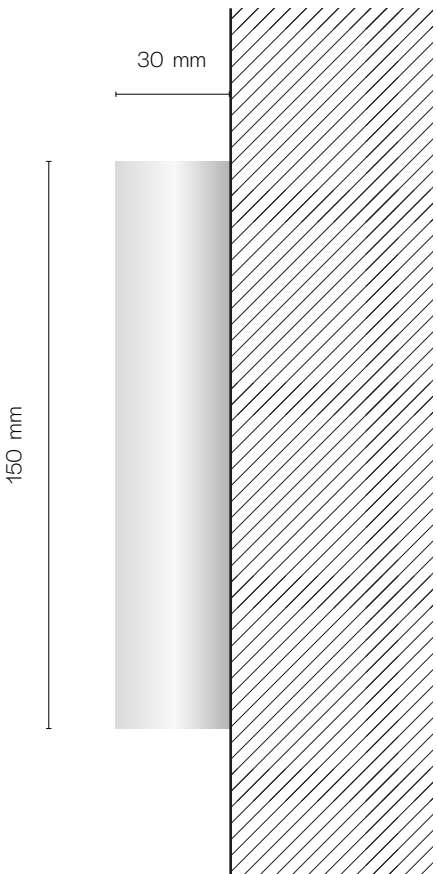
LETTER EXAMPLE - GRC



LETTER EXAMPLE - STAINLESS STEEL (PPC)



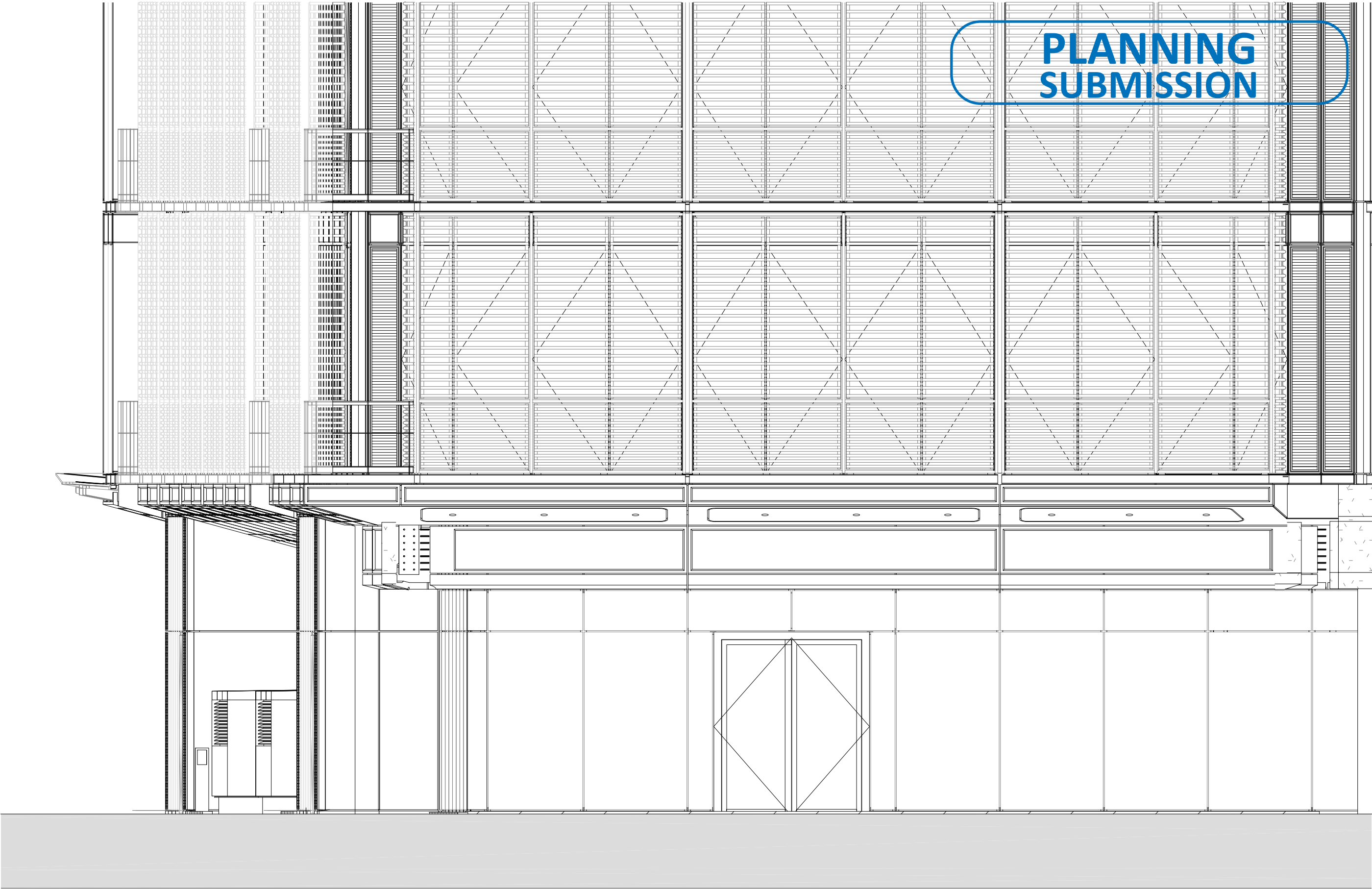
LETTER EXAMPLE - STAINLESS STEEL (PPC)



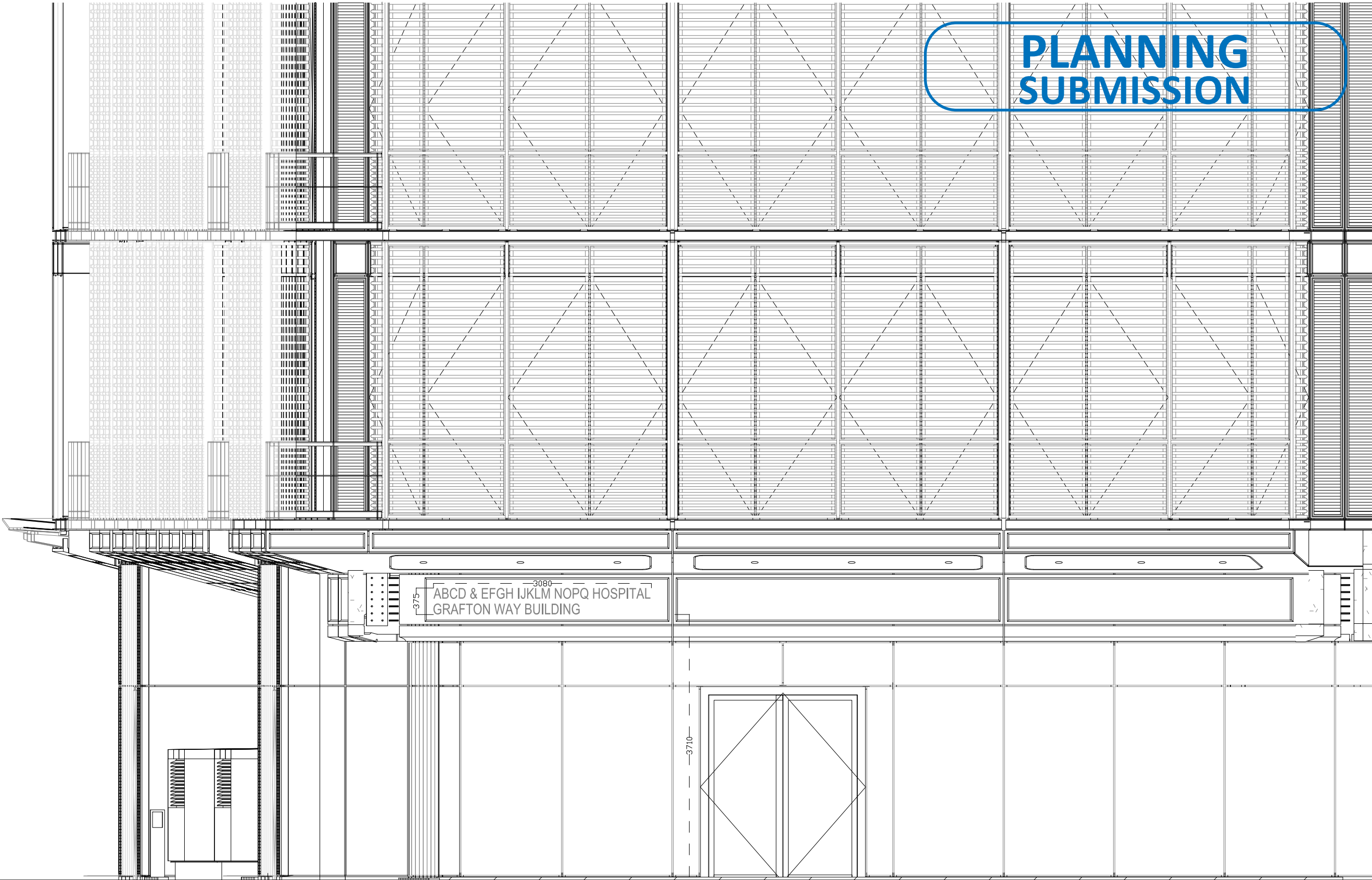
LETTERING SPEC



TOTTENHAM COURT ROAD ELEVATION - EXISTING



TOTTENHAM COURT ROAD ELEVATION - PROPOSED





TOTTENHAM COURT ROAD / GRAFTON WAY CORNER - PROPOSED VISUAL





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