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Date: 1 November 2020

Our ref: UCLH/CAM003
Planning ref: 2021/0199/A & 2021/2890/P

Dear Tony

University College London Hospital: Application for Advertising Consent to Display an Advertising Screen as a Component of a Scheme including the installation of Air Purifiers

We refer to an email sent by Owen Ward from Bloomsbury CAAC dated 16 August in respect of the above planning applications.

It is important to be clear that the host building is not listed and is outside of the Bloomsbury Conservation Area. Reference is made to 'surrounding heritage assets' but the UCLH building is designed in a modern style and sits amongst predominately similar modern styled buildings.

It should also be noted that there are long standing large format digital displays adjacent on Euston Circus, and many digital bus shelter and digital free standing pavement displays operating both in the immediate vicinity and throughout London/UK.

Our proposals have been very carefully considered and are entirely sympathetic to the building and the surroundings.

The display proposed is to be located on the north west corner of the building, which is currently already a design feature of the building. It is considered that the screen will further increase this corner's prominence as a design feature to identify the hospital as a landmark. The design is in keeping with the modern architecture of the hospital and the area as a whole. The architect's original intention for this corner of the building included a large scale decorative lighting feature as a landmark statement and this proposal is an evolution of that vision using newly available technology. Llewelyn-Davies Architects proposal document has been supplied for reference in this regard. This aspect of the building's development was not able to be pursued due to cost concerns at the time but, as demonstrated in the architect's proposal, it is entirely congruous with the design of the site. The use of transparent LED display technology recreates the current glazed 'outer skin' and the display will be constructed of materials matching the RAL colour of the existing structure. This will ensure that the display will be integrated within the site rather than look 'stuck on' and as such will not cause visual clutter in the context of the elevations as a whole.

The air purification units casing and mounts will be finished in an appropriate RAL colour.

We feel it is appropriate to reiterate that we are proposing the use of Transparent LED display technology which has a much 'lighter touch' than solid LED displays. In our application we provided an image of our use of this technology, in an internal location where the brightness is set to 100%. Our proposed display protocols at UCLH would result in the display operating at between 10-50% brightness.

With regard to the comment that use of the hospital's facade in this way is inappropriate we could not disagree more as the display will enable health and community messaging and provide vital revenue for the health service. In addition the air purification scheme will improve air quality at this busy location.

In respect to the claims of proliferation of digital displays we feel that planning policy and procedure controls such matters more than adequately.

Should you have any queries please do not hesitate to contact me.

Yours sincerely,

Shoaib Shariff

