



Royal College of General Practitioners

New Headquarters
30 Euston Square
London NW1

Application for the Installation of New External Building Signage
including New Illuminated 'Totem' Sign at the corner of Euston Road &
Melton Street

Design & Access Statement

13.09.11

CONTENTS

Introduction

1.0 Design Statement

2.0 Access Statement

2.1 Approach

2.2 Entrance

2.3 Reception Area(s)

2.4 Circulation

2.5 Levels

2.6 Lobbies

2.7 Facilities

2.8 Other

2.9 Parking

Introduction

This statement has been prepared in support of the application for Full Planning Permission and Listed Building Consent for the Installation of New External Building Signage, including a New Illuminated 'Totem' Sign at the corner of Euston Road & Melton Street on and adjacent to the building at 30 Euston Square, London NW1

Full details of the proposal are shown on the accompanying drawings.

The purpose of this statement is to highlight the requirement for the proposed development and outline the measures that have been taken to mitigate any impact on the historic appearance of the building and the surrounding area.

An earlier application for the wider redevelopment of the building was approved in March 2011 (Approval Notice(s) 2010/4900/P dated 03.03.11 & 2010/4901/L dated 07.03.11) and the documentation prepared in connection with that application, including a background to the history of the building, Planning & Design Statement, Conservation Strategy & PPS5 Justification Report, may be referenced in connection with the current submission. (We have been advised that their resubmission is not required by the Council in respect of this application).

A further Access Statement outlining the steps that have been considered in the design of the refurbishment of the building as a whole to improve accessibility into and around the development has been included here for completeness

1.0 Design Statement

30 Euston Square has in recent times been known by a number of simultaneous designations and addresses:

- 194-198 Euston Road
- 194A Euston Road
- 1 Melton Street
- 9 Melton Street
- Euston Exchange

This is reflected in the existing numbering on the exterior of the building. There is historic and photographic evidence that prior to occupation by various government departments in the post war period' the building was known as, and identified externally as, '30 Euston Square'. Its subsequent re-numbering was introduced for the purely functional reason of allowing each department or section to have its own address and entrance.

The Royal College of General Practitioners (RCGP) intend restoring the original 30 Euston Square designation to the entire building and wish to reflect this in its external signposting.

1.1 New Building Numbering

(see Drg.No: RG10.EXT.2221 Rev P)

It is intended to remove the existed painted numbers at both Melton Street entrances and repaint in the same locations with '30 Euston Square' (as indicated on the above drawing).

Colour: 'Dark Grey'

This is considered the most appropriate method of identifying the building's new number. It is in keeping with photographic evidence showing how numbering was originally applied.

1.2 New Building Signage

(see Drg.No: RG10.EXT.2221 Rev P)

It is intended is to install 10no signs to identify each of the 5no entrances to the building (2no per doorway).

The proposed disposition of the signs is indicated on the above drawing and as follows:

Euston Road - West Entrance:

- 1no Illuminated Sign (as Detail F) reading:
'RCGP Royal College of General Practitioners'
- 1no Flat Plate Stainless Steel Sign (as Detail G) reading:
'EXAMINATION ENTRANCE'

Euston Road - East Entrance:

- 1no Illuminated Sign (as Detail F) reading:

- 'RCGP Royal College of General Practitioners'
1 no Flat Plate Stainless Steel Sign (as Detail G) reading:
'ACCESSIBLE ENTRANCE'

Melton Street - South Entrance:

- 1 no Curved Illuminated Sign (as Detail F) reading:
'RCGP Royal College of General Practitioners'
- 1 no Curved Plate Stainless Steel Sign (as Detail G) reading:
'MAIN ENTRANCE'

Melton Street - North Entrance:

- 1 no Illuminated Sign (as Detail F) reading:
'RCGP Royal College of General Practitioners'
- 1 no Flat Plate Stainless Steel Sign (as Detail G) reading:
'STAFF ENTRANCE'

Rear of Euston Road (Stephenson Way):

- 1 no Illuminated Sign (as Detail F) reading:
'RCGP Royal College of General Practitioners'
- 1 no Flat Plate Stainless Steel Sign (as Detail G) reading:
'GOODS ENTRANCE'

The proposed locations have been selected to give the required level of information to visitors to the building in a discrete and appropriate manner

If required samples of each sign would be provided for approval prior to installation.

1.2

New Illuminated 'Totem' Sign at the corner of Euston Road & Melton Street (see Drg.No: RG10.EXT.2220 Rev P)

The proposal is to install a large freestanding signage 'totem' within the enclosed curtilage at the corner of Euston Road and Melton Street. The dimensions and visual impact of the sign are indicated on the above drawings.

The sign is intended to act as a clear building identifier at this prominent location, opposite the westerly exit, from Euston Station. At the same time it has been deliberately conceived and positioned as a separate entity in its own right to ensure that it does not detract from the historic character of the building. Instead it is intended to appear as a contrasting element and an indicator of the new use and life that has been brought to the site. It is designed to be read from two sides as one moves round the corner of the site.

The existing railings will be repaired, conserved and retained and the area where the sign is to be located will be cleaned and tidied. It is intended to level the uneven paving with loose laid gravel.

2.0 Access Statement

2.1 Approach

2.1.1 30 Euston Square is bounded by roads on three sides. Euston Road to the south, has a wide level pavement abutting the building. Melton Street with its narrower pavement is to the east and Stephenson Way lies to the north and west.

2.1.2 Euston Station sits immediately adjacent, on the opposite side of Melton Street and Euston Square London Underground station is also close by with level access to the building.

2.1.3 Approaches to and around the site are good although the roads & footpaths to the front of the building are busy. There are controlled pedestrian crossings with dropped kerbs and tactile surfaces at the Melton Street/Euston Road intersection providing access to and from the station. This area is generally well lit and there are TfL Barclays Cycle Hire bays immediately outside the building on Euston Road.

2.2 Entrance

2.2.1 Both entrances on Melton Street have a stepped approach. This part of the building complex is Grade 2 & Grade 2* listed and there is no reasonable opportunity to amend this without unacceptably compromising the historic building fabric.

2.2.2 The entrance to the original 1906-08 building on Euston Road has a gently ramped approach and a railed area separating it from the street. It is intended that this will be modified serve as the accessible entrance to this part of the building. The door opening is sufficiently wide and is to be fitted with appropriately designed ironmongery. The gate through the railings will be fitted with an alert button to enable the lock to be released from the reception area and the door itself will be motorized for ease of access

2.2.3 The entrance to the 1932 building on Euston road has level access. The door(s) will be motorized.

2.2.4 Stephenson Way has a cobbled surface and narrow pavements. It is not well used or well lit. It is not intended to encourage staff or visitors to enter the building by this route

2.3 Reception Area(s)

2.3.1 There are two Ground Floor Reception Areas.

2.3.2 The Main Reception has been relocated within the ground floor providing wide corridor access from the accessible entrance in Euston Road directly to the Reception Desk itself.

2.3.3 The Secondary Reception has direct and level access from Euston Road.

- 2.3.4 Both areas are equipped with induction loop hearing enhancement systems (Fixed in the Main Reception – Mobile in the Secondary).
- 2.3.5 Both reception desks have accessible (dropped) sections to their counters.
- 2.3.6 All entrances and receptions are clearly signed and easily identifiable.
- 2.4 Circulation
 - 2.4.1 The building as currently configured has no rational horizontal circulation pattern having an internal layout that has evolved over a period of time.
 - 2.4.2 The building as planned has clearly defined horizontal access routes with adequately wide corridors. These have been designed to be free of obstructions.
 - 2.4.3 New door openings have been designed to provide good access for all users. Where existing retained door openings are used these have been deemed to be of sufficient width by the Approved Building Inspector
 - 2.4.4 The Ground Floor has been opened up internally by the incorporation of one of the previously external light wells into the circulation space. This facilitates clear and direct access between reception spaces and to each lift core

2.5 Levels

- 2.5.1 An additional 4-car lift core has been introduced within the new main atrium. The 13 person cars are of a sufficient size to provide inclusive access to all floors including Lower Ground Floor.
- 2.5.2 Where possible existing floor levels are being maintained
- 2.5.3 Where raised access floors are to be installed these have been provided with a 1:12 gradient ramp between levels

2.6 Lobbies

- 2.6.1 New lobbies have been designed to be of a size and shape to allow a wheelchair user to move clear of one door before opening the second door.
- 2.6.2 Floor surfaces have been specified that do not impede movement

2.7 Facilities

- 2.7.1 Wheelchair accessible unisex toilets have been provided throughout the building. (1 or 2no per floor on floors where toilet accommodation is located – 9no in total)
- 2.7.2 The new Lower Ground Floor toilets include the provision of an ambulant accessible cubicle in both the male and female facilities
- 2.7.3 The new Lower Ground Floor showers and include the provision of wheelchair accessible shower facilities.
- 2.7.4 The new Lower Ground Floor Auditorium includes provision for wheelchair users and is fitted with an induction loop hearing enhancement system
- 2.7.5 A mobile induction loop hearing enhancement system is available for use elsewhere in the building (particularly in the Fifth Floor State Rooms)

2.7 Facilities (cont...)

- 2.7.6 The new Study Bedrooms on the 2nd and 3rd Floors include 2no accessible rooms with linked helper room adjacent

2.8 Other

- 2.8.1 Light switches and socket outlets are appropriately positioned and identifiable throughout the building as required to satisfy the requirements of the Approved Building Inspector

- 2.8.2 The proposed scheme provides sufficient colour contrast within the building to satisfy the requirements of the Approved Building Inspector

2.9 Parking

- 2.9.1 There is no parking provision within or dedicated to the users of the building

- 2.9.2 There is a drop off point adjacent to the building in Melton Street