

Squire and Partners



UNISON HQ

Submission to LB Camden
Signage Application Brochure

For UNISON

February 2010

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Consented CGI image from
Euston Road Looking East

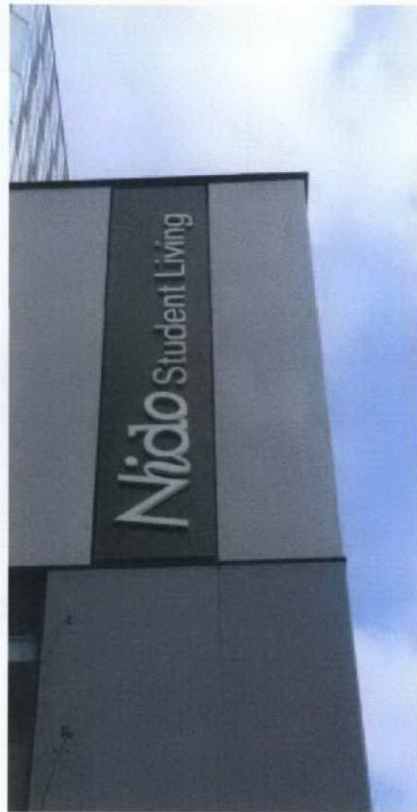


Proposed CGI image from
Euston Road Looking East

1.0 Introduction

- 1.1 Squire and Partners have been instructed by UNISON to submit proposals to LB Camden for the introduction of signage and branding to the consented UNISON centre scheme at the site of the former Elizabeth Garrett Anderson Hospital
- 1.2 The scheme is currently under construction and due for completion and occupation by UNISON towards the end of 2010. The scheme was consented under planning application ref: 2007/3736/P with the detailed design discharged under condition 2, ref: 2009/2879/P on the 21st October 2009.
- 1.3 The proposals presented in this application brochure include the following information:
 - Consented Scheme Elevations
 - Consented Scheme Elevations with Branding / Signage Added
 - Images of the proposed signage and branding
- 1.4 To summarise, the brief was for the proposals to clearly identify and locate the UNISON building within its wider context on the Euston Road and Churchway and at a human scale at street level.

The proposed signage seeks to enhance and be in harmony with the architecture of the consented scheme.
- 1.5 This application document seeks an early response from LB Camden planning department with the aim of incorporating the proposals during the course of construction.



2.0 Site Context

Examples of surrounding signage, banners and flags

3.0 Site Location Plan 1:1000 @ A3

4.0 Consented Drawings

5.0 Proposed Signage / Branding



Consented View East From Euston Road
Towards St Pancras



Proposed View East From Euston Road
Towards St Pancras