

Design and Access Statement - proposed banner signs at the former ULU building

No.2 Malet Street has been the home of the University of London Union (ULU) since the building was erected, but ULU ceased to exist at the end of August 2014. However, the various student-focused services and activities which ULU provided will continue to be delivered at 2 Malet Street, but by "*Student Central*", a recently created department of the University of London.

Student Central has its own brand identity and this planning application is for two vertical banners, one on each side of the front entrance to the building, printed both sides with the *Student Central* logo.

Vertical banners have been chosen in preference to a horizontal sign, because this allows us to keep a reference to the building's past, by leaving exposed the words "University of London Union", which are carved into the stone band above the front entrance.

The banners are very similar to the ones on the RADA building a little further to the south on Malet Street and at their other premises around the corner on Chenies Street and we therefore consider them to be in keeping with the immediately surrounding area. The size of the banners is proportionate to the size of the building and their location has been chosen to allow good visibility from along the street: any higher and they would be largely obscured by the trees; any lower and they would look wrong and would be vulnerable to damage.

Martin Burchett, 11th September 2014