

Planning Development Control
Camden Council
Camden Town Hall
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endpoint.

DESIGN / ACCESS STATEMENT – HUB. GOODGE ST

Date
08/12/2016

To whom it may concern.

Reference
Hub Hotel – Goodge St

- On behalf of the Whitbread Group PLC, a new application has been submitted for a external signage scheme as part of the rebranding exercise for a Hub Hotel off Goodge St in central London.
- The Location is the Heal & Son Building at 18-26 Torrington Place. 191-199, Tottenham Court Road
- The proposed hotel within a Grade II Listed building enjoys a prime location in the city within the conservation area of Camden, surrounded by Georgian architecture which was historically favoured within the Fitzrovia area
- It was originally listed on 14th May 1974, and the most recent amendment to the application happened on 11th Jan 1999. The listing relates extensively to the feature work on the upper levels, windows, pillars and corning of the front façade.
- Bearing in mind the sensitivity of the location we have placed great importance on securing the requisite quality of signage to reflect the character of the area whilst giving subtle brand presence to the hotel. I feel that we've followed the principles outlined under the Town and Planning (Control of Advertisements) Regulations 2007.
- 2 branded Illuminated glass panels which are to be installed either side of the main entrance doors are to be incorporated into the building façade as part of the window glazing. This does not alter the material make up to the building. Both entrance markers are not visible from either Goodge St or Torrington Place, unless directly outside the building. This negates further examples of Streetscene clutter which blight so many high streets
- The proportion and scale of the signs are considered to be sympathetic to the style of building and very minimal
- The material finish and subtlety of colour does not detract from the historical appearance of the building



- The projecting signage is not considered overly dominant, and is deemed, durable, and long lasting. It's easy in maintain with minimal during any installation process. The glass panels either size of the main entrance doors will be incorporated into the glazing, when redesigned.
- The low level signage is limited and considered with a front entrance locator, as would be expected on any business premises. Due diligence has been taken with the positioning for these signs. A further small projecting sign has been positioned close to the junction of Tottenham Court Rd and Torrington Pl. This is a important wayfinding guide for pedestrians and customers approaching from either direction.
- In short we feel the scheme is sympathetic to the surrounding area and building and doesn't impart the existing environment. It is our wish to provide effective signage solutions and to avoid visual signage clutter

Best regards

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