

**The Hilton London Euston  
Upper Woburn Place  
London WC1H 0HT**



**DESIGN & ACCESS STATEMENT**

Prepared by:



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Document History		
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## 1.0 Introduction

1.1 This statement has been prepared in support of a planning application for the proposed installation of illuminated advertisement signage and lighting to canopy both on the front elevation of the Hilton London Euston Hotel, Upper Woburn Place, London WC1H 0HT. Permission is sought for the following:

- Installation of 4no. new illuminated box signs to front elevation.
- The introduction of 2no. new chrome plaques either side of entrance door.
- Lighting to be incorporated into proposed canopy. The replacement of the existing canopy with a new one has been granted permission in application 2014/5206/P.

1.2 The following is a list of drawings, which accompany the planning submission:

3915/	082	Existing Ground & First Floor Plans
	083	Proposed Ground & First Floor Plans
	084	Existing Elevations & Sections
	085	Proposed Elevations
	086	Proposed Sections

## 2.0 Proposals

- 2.1 The premises since the 1991 refurbishment and extension has traded successfully, however as such become tired and in need of refurbishment. Whilst this work is ongoing, the applicant proposes to take the opportunity to enhance the quality and appeal of the property as a whole, and to increase the number of guest rooms in the Hotel from 150 to a total figure of 164 to meet increasing customer demand (Application References: 2014/2303/P, 2014/2586/L & 2015/5269/L. It is to remain as a Hilton branded hotel. As part of this application we would be seeking to add new lighting and signage to the front elevation of the hotel.
- 2.2 The hotel only currently has Hilton brand signage at high level and on the existing canopy. The proposed replacement of the canopy would see the existing low level signage be completely removed with only high level remaining. The intended signage is to be in the form of individual 'Hanging' signage and chrome wall plaques which will promote visibility for guest arrival from both directions of Upper Woburn Place.

The hanging signage will be made from aluminium and will be illuminated from within the boxing. The plaques either side of the entrance doors are to be chrome plates that are flush with the wall. The design can be seen in detail on drawings attached to the application