EUSTON TOWN

Euston Town is submitting an application for consent to install signage along Euston Road.

This signage will act as wayfinding for Euston Town's 'Euston Green Link' – a creative, green walking route between Euston Station and Regents Place which aims to encourage a healthier lifestyle and replace some of the green space and trees that have been lost recently. Whilst the route goes through Drummond St, signage along Euston Road will guide people to join the route later on via North Gower Street. This will encourage footfall on to a low-exposure route and ease pedestrian congestion on Euston Road.

The signage will reflect the brand of Drummond St, which has been devised by Euston Town as a way to promote the independent businesses which are struggling from the pressure of HS2 construction. Signage will highlight to pedestrians a simple walking route to Drummond St, when access via Melton Street becomes convoluted and uncomfortable with cluttered construction assets such as hoardings and bright orange fences.
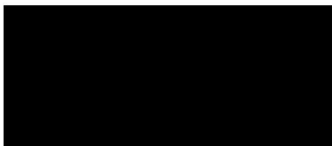
Therefore, the signage on Euston Road will be contributing to a wider effort which is focused on health and wellbeing, and the survival of Drummond St. It will be furthering a sense of place and identity which has been adopted by traders and residents in the area.

The large flags are designed with the surrounding architecture in mind, their patterns reflecting the style of William Morris and complementary to the traditional style of the buildings. They should be large because of the space available. The large flags will lead to the south end of North Gower Street, where they will meet with smaller board in the same design. This continuity in colour and design will easily guide pedestrians down North Gower Street where they will join the Euston Green Link on Drummond Street.

We are very much looking forward to the installation of various project elements including a green wall, redesign of a green space and a large planter installation.

Best wishes

Georgie Street

Head of Projects

Euston Town