

Design and Access Statement

Hospice UK Planning Application – External Signage

Hospice House, 34-44 Britannia Street, London WC1X 9JG

The property is located on the corner of Wicklow Street and Britannia Street and consists of a six storey 1960's office block with plantroom extensions to the upper roofs. The site is located within the Kings Cross St Pancras Conservation Area designated on the 1 June 1991. The building is a reinforced concrete frame with concrete cladding with a painted granulite coating. Aluminium framed windows extend across the front, side and rear elevations with fully glazed timber doors fitted to two front elevation inset openings.

For the purposes of this application the Britannia Street Elevation will be deemed to face South with Wicklow Street facing West.

The proposed signage for the building replaces the raised metal lettering above the main entrance with the previous company name 'Hospice House'.

The signs will be formed onto acrylic panels with a frosted finish and will incorporate the HospiceUK lettering and Sunflower emblem above.

Each sign will be 3.900 metres long x 1.600 metres high with a single sign fitted to the Wicklow Street elevation, one over the main entrance and another to the South East Corner of the property.

Additional signage will be applied to vinyl and fitted to the South-West window of the main elevation with the company's Sunflower emblem.

The signage will not only identify the property to visitors but also promote the Hospice who rely on charity donations to operate the company.

Frosted Acrylic Sign – Samples

