

Design & Access and Historical Impact Statement

For

Proposed installation of 2no. non-illuminated signage with show related graphics to High Holborn and Bloomsbury Street. New curved illuminated background lightbox fixed back to existing curved framework and new illuminated guitar-shaped African continent metal box structure with show related graphics. 3no. new canopy illuminated lightboxes and 2no. vertical projecting illuminated signs all with show related lettering.

At

Shaftesbury Theatre, London

210 Shaftesbury Avenue,
London
WC2H 8DP

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On behalf of:

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Ref: 4067/GT



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1 Introduction

The Design & Access and Historical Impact Statement has been prepared in support of a Listed Building Consent and advertisement applications for the proposed installation of 2no. non-illuminated show-related signs to High Holborn and Bloomsbury Street external elevations, to be fixed back to the existing framework. 1no. new illuminated curved background lightbox fixed back to the existing curved framework. 1no. new illuminated guitar shaped metal lightbox containing 'Just for one day' letter lightboxes and show related graphics. 3no. new canopy lightboxes with show-related graphics. 2no. existing vertical projecting double-sided signs to High Holborn and Bloomsbury elevations with 'The LIVE AID musical' letters.

The existing signage is to be removed from site. The existing steelwork frameworks are to remain.

The applications will be submitted by MJ Consulting on behalf of the client.

The works will affect the existing external front entrance elevation of the theatre building and High Holborn and Bloomsbury Street external elevations.

2 Building Listing

Overview

Heritage Category: Listed Building

Grade: II

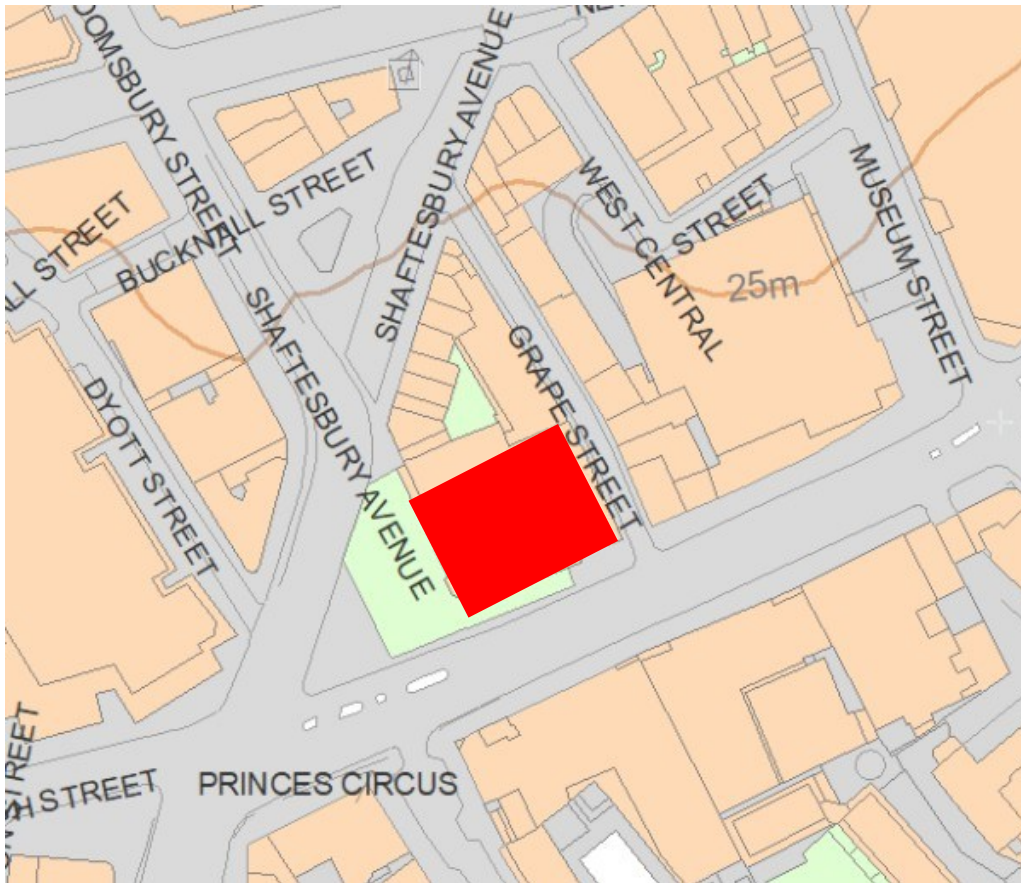
List Entry Number: 1378647

Date first listed: 01-Mar-1974

Statutory Address 1: Shaftesbury Theatre, High Holborn

Statutory Address 2: Shaftesbury Theatre, Shaftesbury Avenue

Map



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The above map is for quick reference purposes only and may not be too scale.

Location

Statutory Address: Shaftesbury Theatre, High Holborn and Shaftesbury Avenue

The building or site itself may lie within the boundary of more than one authority.

County: Greater London Authority

District: Camden (London Borough)

Parish: Non Civil Parish

National Grid Reference: TQ 30137 81354

Details

CAMDEN

TQ3081SW HIGH HOLBORN 798-1/105/1429 Shaftesbury Theatre
01/03/74

GV II

See under: Shaftesbury Theatre SHAFTESBURY AVENUE.

CAMDEN

TQ3081SW SHAFTESBURY AVENUE 798-1/105/1429 (East side)
01/03/74 Shaftesbury Theatre

GV II

Includes: Shaftesbury Theatre HIGH HOLBORN. Theatre. 1911. By Bertie Crewe. Terracotta, stone and brick in elaborate Renaissance style. Rectangular plan on a corner site, the main entrance being at the angle of Shaftesbury Avenue and High Holborn. EXTERIOR: 3 storeys, 4 bays to each return, the entrance bay being curved. Ground floor rusticated with continuous plain canopy over. 1st floor rusticated, much of the fenestration covered by hoarding. 2nd floor with Diocletian windows & oculi in alternate bays, the entrance having rectangular windows with enriched architraves, all having large consoles under a cornice and elaborate parapet. Above the entrance front, a cupola. INTERIOR: foyer and booking hall with delicate plaster decoration. Auditorium of considerable richness with 2 cantilevered balconies, the fronts varied in form and decoration. Rectangular ceiling with enriched cove and cornice and circular flat-domed centre. Segmental proscenium arch with figure reliefs in spandrels over. Bow-fronted boxes paired in two tiers and framed by giant Ionic columns rising from heavy console brackets and carrying an entablature with figures, the whole composition crowned by a semicircular arch and a heavily moulded eaves cornice. In the arch tympanum a sculptural group is set over each upper box. Balustraded balcony terraces at upper box level run laterally along the walls towards the boxes and balustraded front to filled orchestra pit. HISTORICAL NOTE: the theatre was designed as a melodrama house. (Curtains!!! or, A New Life for Old Theatres: London: -1982: 157-58).

Listing NGR: TQ 3013781354

3 The Building setting, it's architectural/historic significance and impact on the heritage asset

The existing external elevations which form a principal item within the Listing is the focal point of the works for the theatre.

The proposed works covered by this application focuses upon: -

a) The installation of 2no. non-Illuminated show related signs to both external elevations with show related graphics. Existing old signage to be removed from site. Existing steel framework to remain.

High Holborn sign - 4590mm(W) x 4893mm(H).

Bloomsbury Street sign - 7448mm (W) x 4893mm (H)

b) The installation of a 1no. new Illuminated curved metal background lightbox fixed back to existing curved framework. 3600mm (H) x 8080mm (W) x 100mm deep curved box with metal face panel stencil cut to represent 720 lights. LED Illuminated.

Weight = 1200kgs.

Existing old signage to be removed from site. Existing steel framework to remain.

c) The Installation of 1no. new guitar-shaped African continent metal lightbox. 8851mm(H) x 3806mm(W) x 200mm deep. Metal guitar has gold LED neon surround and white LED neon strings that can chase (each string can be controlled). 4no. LED illuminated lettering 'Just for one day' lightboxes with gold LED neon outline, within the continent, 684mm (H) x 200mm deep, plus show related graphics.

Weight = 600kgs.

d) The Installation of 3no. new Illuminated LED lightboxes to the canopy with show related graphics. 3x 4300x780mm with white lettering highs of 275mm and 200mm. Black and blue backgrounds.

e) The Installation of illuminated show related graphics to the existing vertical projecting double-sided signs. 'The LIVE AID musical' white lettering on blue background. 240mm high 'LIVE AID' letters. Approx. 98mm high 'The' and 'musical' letters.

The proposals are essential to provide marketing for the theatre and to ensure the continued future use of the building for generations to come.

The proposals have no effect upon the wider environment surrounding the venue. Existing old signage to be removed from site.

Please refer to Appendix B which contains photos of the existing condition of the building and proposed visualisations for the signage.

4 MJC Background and Experience

MJC work nationwide within the theatre/music industry undertaking complex building surveying and structural works. They have significant experience of undertaking works in a way which is sympathetic to the historical significance of many of the buildings in which they operate whilst incorporating modern equipment and facilities essential for the ongoing operation of the buildings and the increasing demands put on those buildings, and from that protecting the revenue streams essential in the protection of the Historic Asset.

A full list of previous works and experience can be provided upon request.

5 Design and Access Statement/Improvements in design and accessibility

The purpose of the work is to replace the existing external signage with show-related graphics, for the next production at the venue.

Component

Utilization of the existing steel frames above the main entrance area and along Bloomsbury Street and High Holborn with replacement graphics/lettering for the new production, with 2no. non-illuminated signs and an illuminated background and guitar-shaped metal box.

The existing Shaftesbury sign, at high level, above the main entrance will have to be removed so the new signage can be installed. There is a different optional position for this sign, which is to be positioned on the canopy. This is to be confirmed by the client.

The existing vertical projecting signs are to have new show-related illuminated lettering.

The existing canopy lightboxes are to be replaced with 3no. new show-related illuminated lightboxes.

Accessibility

The designs have been developed in conjunction with detailed liaison with the theatre management team and client.

Materials, colour and design have been chosen to reflect the marketing for the theatre.

A cherry picker will be required to gain access to the various existing signs for the installation of the new signage. Bloomsbury Street is now pedestrianized but High Holborn is as existing.

6 Conclusions

The purpose of the proposals is to:

- a) Provide a solution for advertising/marketing, to hopefully attract new clients to the venue.
- b) The proposed advertisement will not have any impact on the footpath or any detrimental effect on pedestrians. A cherry picker will be used to access the areas where the proposed signage is to be installed.
- c) Ensure the continued future use of the venue.

We believe that the proposals will provide a solution to the future needs of the venue, whilst maintaining and enhancing the existing appearance of the building, whilst keeping the facilities and safety for the venue users and staff, as well as facilitating the enjoyment of this historic asset.

Appendix A: Existing and proposed drawing references

- 4067-001 Existing location plan
- 4067-002 Existing High Holborn elevation
- 4067-003 Existing Bloomsbury Street elevation
- 4067-004 Existing canopy plan
- 4067-005 Existing canopy details
- 4067-006 Existing visualisations
- 4067-010 Proposed High Holborn elevation
- 4067-011 Proposed Bloomsbury Street elevation
- 4067-012 Proposed canopy plan and details
- 4067-013 Proposed guitar-shaped signage and lettering details
- 4067-014 Proposed guitar-shaped signage fixing details
- 4067-015 Proposed signage fixing details
- 4067-016 Proposed signage graphics/lettering details
- 4067-017 Proposed visualisations

Appendix B: Existing and proposed photos/visualisations



The existing photograph shows the canopy end lightbox and the vertical projecting sign to Bloomsbury Street elevation.



The existing photograph shows the current entrance signage, canopy hanging signs and posters



Existing photograph shows the High Holborn external elevation.



Existing photograph shows the Bloomsbury Street external elevation.



The existing photograph shows the telescopic wall bracket which is to be reused for the neck of the proposed guitar-shaped signage.



The existing photograph shows the canopy end lightbox and the vertical projecting sign to High Holborn elevation.



The existing photograph shows the ornate canopy lighting and lighting for the signage.



The existing photograph shows the telescopic brackets to the rear of the curved sign.



Proposed visualisation showing Bloomsbury Street and High Holborn elevations with new show-related graphics.