

Proposed installation of 7no. new illuminated double-sided hanging lightboxes to the underside of the existing canopy, replacing the existing hanging signage. Proposed Installation of 2no. new poster display frames to Earlham Street elevation.

At

Cambridge Theatre, London

Earlham Street,
London
WC2H 9HU

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On behalf of:

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1 Introduction

The Design & Access and Historical Impact Statement has been prepared in support of Listed Building Consent and advertisement applications for the proposed installation of 7no. new illuminated double-sided hanging lightboxes to the underside of the existing canopy, replacing the existing hanging signage. Proposed installation of 2no. new poster display frames to Earlham Street elevation.

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

The works will affect the existing external front and side elevations of the building along Earlham Street, Mercer Street and Seven Dial where the existing hanging signage is located.

2 Building Listing

Overview

Grade: II

List Entry Number: 1342096

Statutory Address: Cambridge theatre, Earlham Street

Grid reference: TQ3010481068

Map



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

Location

Statutory Address: Cambridge theatre, Earlham Street

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

District: Camden (London Borough)

Parish: Non Civil Parish

National Grid Reference: TQ 3010481068

Details

CAMDEN

TQ3081SW EARLHAM STREET 798-1/105/355 (South side) Cambridge Theatre

GV

II

Theatre on a corner site facing Seven Dials with returns to Mercer Street and Shelton Street. 1929-30. By Wimperis, Simpson and Guthrie; interior partly by Serge Chermayeff, friezes by Anthony Gibbons Grinling. Portland stone to front, brick to rear.

EXTERIOR: 5 storeys. Entrance on chamfered corner with 3 main round-arched doorways under a projecting plain canopy; further openings, round-arched to Earlham Street and flat arched to Mercer Street. Upper floors on corner have plain metal framed windows to each face, the 4th floor forming a balcony of distyle-in-antis piers with a similar window to the rear and rising above the cornice. Returns have similar windows but at 1st floor alternate windows have cornices; Mercer Street with pilaster architraved round-arched window and lugged stone balcony. Brick portion has mostly small metal-framed windows and a large entrance for scenery.

INTERIOR: retains original features including lighting sequence. Circular entrance foyer with bronze frieze depicting nudes in exercise poses. Main foyer has similar panels of dancing nudes, walls partly of fictive marble with uplighters on pilasters, a multi-layer ceiling, with diamond patterned edges, for concealed lighting; chandeliers; stair has chrome handrails. Bar in similar style. Corridor has barrel-vaulted corrugated ceiling uplit from coved cornice; main doors brass clad with etched moderne design of zig-zag pattern threaded with undulations, small paned windows and plain double strip pushers. Auditorium fan-shaped sweeping up unbroken to the elliptical form of the ceiling which is arranged in broad concentric bands for lighting. 2-tier balcony with moderne triangular patterned



balustrade which continues at 1st tier level to front 2 bow-fronted boxes; to right of stage with panel of schematic sun and buildings, to left, sun and waves. Uplighters, 2 with crystal fountain effect chandeliers. Tall fictive marble dado to stalls; moulded proscenium.

HISTORICAL NOTE: the Cambridge Theatre is a rare, complete and early example of a London theatre adopting the moderne, expressionist style pioneered in Germany during the 1920s. It marked a conscious reaction to the design excesses of the music hall and contemporary cinemas. Theatres looked for a new style appropriate to the greater sophistication of their entertainment and found it in the Germanic moderne forms of simple shapes enlivened by concealed lighting, shiny steelwork and touches of bright colour; this was not taken up by cinema designers until 1935. At the time of designing Chermayeff was an interior designer with Waring & Gillow; the original colour scheme was dusky pink contrasted with pale blue and silver.

Listing NGR: TQ 3010881062

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) Installation of 7no. new illuminated double-sided hanging aluminium lightboxes 470x1200x100mm with 2no. M10 threaded rods bolted to P1001 83x41mm Unistrut with P1001T Unistrut clips bolted to existing presumed steel beams supporting the canopy.
- b) Installation of 2no. non-illuminated new poster display frames to Earlham Street elevation 2130x755mm frames consisting of 18mm thick exterior grade plywood with 50X25mm timber moulded frame and dibond panel with show related graphics, to match currently showing production at the venue. New timber frame painted black to match existing poster frames. New poster frames to be screwed to 3no. 100x25mm timber battens bolted with 2no. M12 resin anchor bolts into the existing wall.

The existing historical, technical and architectural significance has been stated in section 2 of this statement for the building. The existing signage has no historical significance and does not impact on the assets. The proposed works will upgrade and improve the existing signage only.

The proposals are essential to provide marketing for the Cambridge 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 building, mainly on the existing signage locations situated under the canopy and elevation to Earlham Street.

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 works 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 7no. new illuminated double-sided hanging lightboxes to the underside of the existing canopy, and installation of 2no. new poster display frames to Earlham Street elevation.

Accessibility

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

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

A scaffold platform will be required to reach the underside of the canopy.

The new poster background will be white (centrally), navy and black (edging) with black lettering on white and white lettering on black, to match the existing poster signs. Show graphics (figure) will be black. New hanging signs will be navy and black with white lettering and stars to match existing hanging signs.

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) At present, the hanging signs are non-illuminated, and they rely on the canopy downlights to be switched on during performances. The new illuminated hanging signs will be able to be switched on separately to the downlights, which will be especially useful during the lighter summertime days. Show related signs will be illuminated when the venue has performances.
- c) Ensure the continued future use of the venue.

We believe that the proposals will provide a solution to the future needs of the theatre for advertising purposes, whilst maintaining and enhancing the existing appearance of the building, as well as facilitating the enjoyment of this historic asset.

Appendix A: Existing drawing references

4034-001 Existing location plan
4034-002 Existing Elevations
4034-003 Existing Mercer Street elevation
4034-004 Proposed Elevations
4034-005 Proposed Elevations
4034-006 Proposed Mercer Street elevation
4034-007 Proposed visualisations

Appendix B: Existing and proposed photos/visualisations



Existing photograph shows the external street level double sided projecting hanging sign under the canopy.



Existing photograph shows the external street level double sided projecting hanging sign under the canopy on Earlham Street.



Existing photograph shows the external street level double sided projecting hanging sign under the canopy on Mercer Street.



Proposed visualisation shows the external street level double sided projecting hanging signs under the canopy on Earlham Street and the location of the new poster display frames. Red shows new rods and thickness to hanging signs only. New aluminium lightboxes with show related lettering to match existing.



Proposed visualisation shows 2no. poster positions to Earlham Street.



Proposed visualisation shows the external street level double sided projecting hanging signs under the canopy on Mercer Street.