

Mammal

Space House

External Signage

15.04.2025

Introduction

Signage overview

1. Totems (installed)

2. The Tower address signage

3. The Block canopy address signage

4. The Block address signage (installed)

5. Delivery sign

6. Delivery nudges

Conclusion

Introduction

Introduction

Introduction

This document has been prepared to support the submission of planning and listed building consent applications for the signage at Space House, 1 Kemble Street and 43–59 Kingsway London WC2.

Pre-application discussions

There have been two pre-application meetings where officers have indicated that the proposals are acceptable in principle. Planning and conservation officers were involved in these previous discussions:

- Meeting 1 – 10/01/2024
We presented our initial signage package
- Meeting 2 – 26/03/2025
We presented the updated and developed signage package

How wayfinding aids visitor navigation and enhances the building's functionality.

As part of the overall Signage & Wayfinding development for Space House, we have identified the need for external entrance signage, address signage & wayfinding totems, to help visitors navigate to either The Block (Keeley Street) or The Tower (Kemble Street). We have considered key pathways for different visitors to the buildings (e.g. first time visitors, commuters, couriers, cyclists and pedestrians).

Given the different ways visitors could approach the buildings, it is felt that totems are the best way solution to help guide visitors to the correct entrances at key pathway points.

During the development process, we investigated placing wayfinding signage on the building glazing but this was not

very clear and also obstructed the overall view into the building.

Both the freestanding and flat-wall totems are designed to complement the building's modernist aesthetic, seamlessly aligning with its clean lines, curves, and structural forms, creating a cohesive wayfinding experience.

All external signage has been designed with input from the project Architects (Squire & Partners), and the Landscape Architects (Gustafson Porter + Bowman) to ensure that they are in keeping with the overall building and landscape design. Cut-out elements have been incorporated into to the design to allow visibility through the totem, and to help counter any antisocial behaviour (e.g. cannot be used to hide behind due to visibility).

Research done on the pathways

A site visit was conducted to review key visitor routes – from both Covent Garden and Holborn Tubes. We looked at the different pathways that visitors could take from all directions, either to The Block or The Tower. 1st time visitors were considered, as well as daily commuters. The totem locations are proposed at key points in these wayfinding journeys where visitors could take a wrong turn, if there isn't signage to help guide them to the correct building entrance.

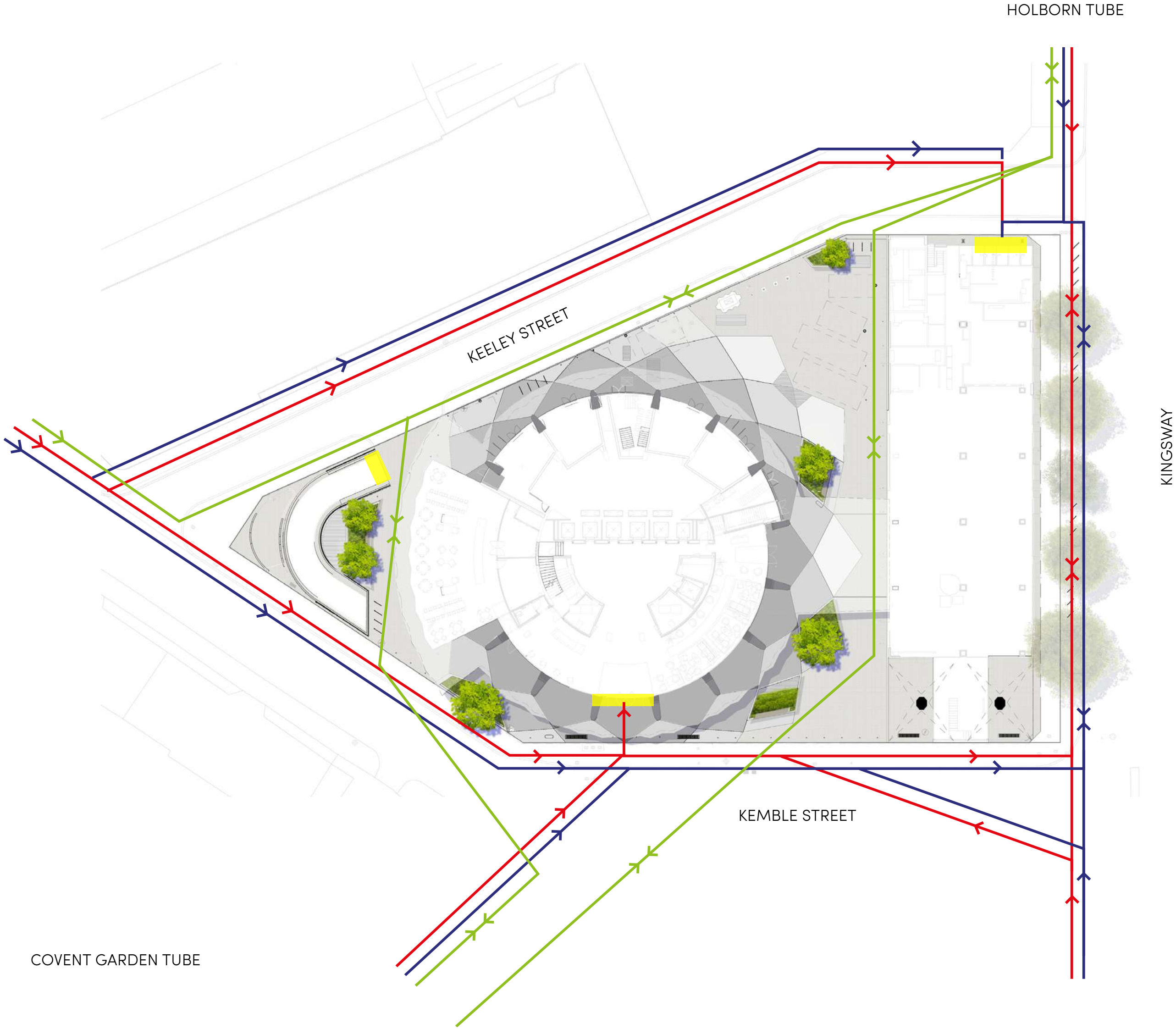
Installed Signage – Retrospective Planning Needed

The x3 freestanding and x2 wall-mounted totems, as well as the address signage on The Block have already been installed on-site. These require retrospective planning permission and listed building consent.

Pathway research

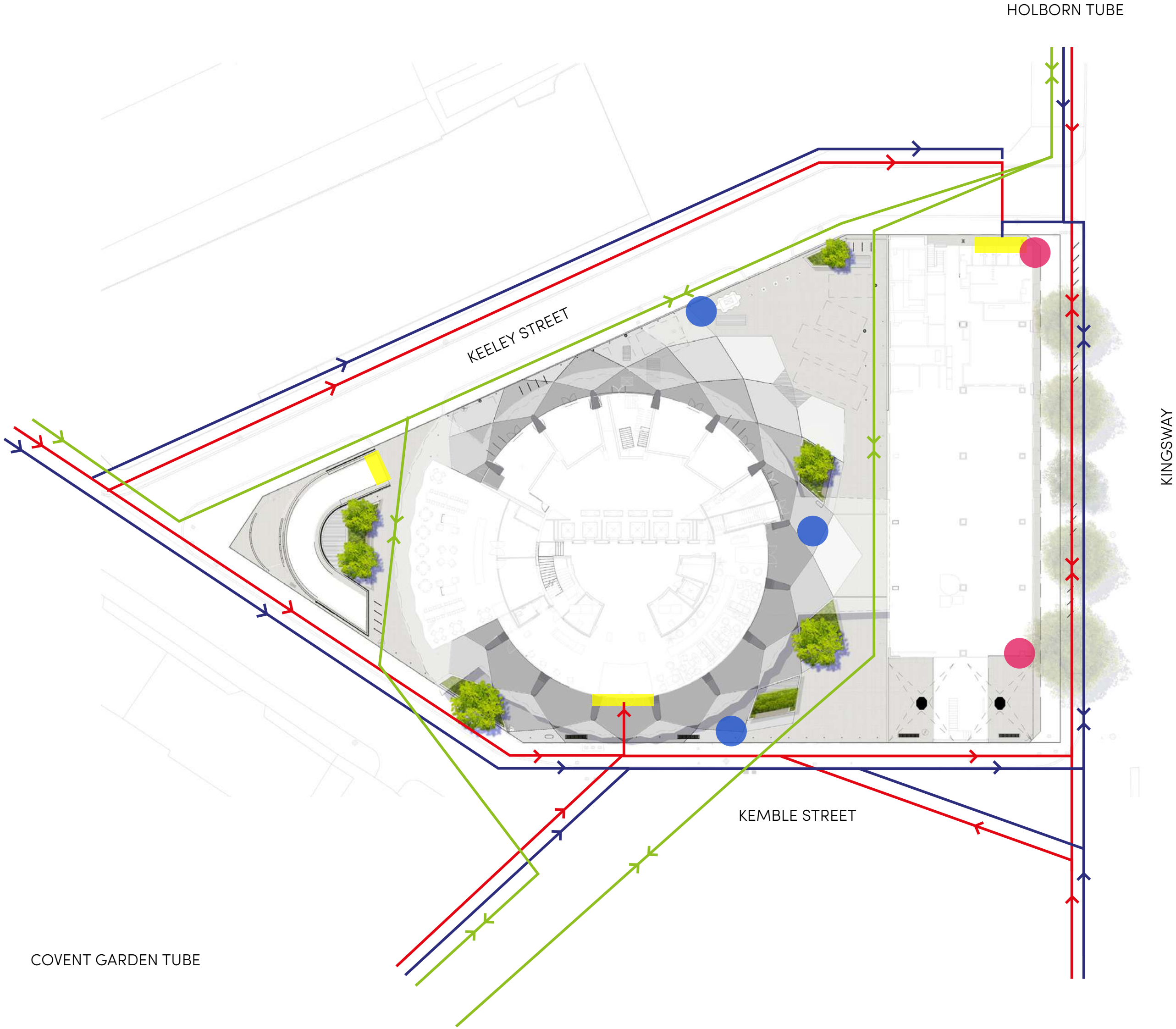
Pathway considerations between the buildings

- To The Tower
- To The Block
- Commuter routes
- Entranceways



Pathway considerations between the buildings

- To The Tower
- To The Block
- Commuter routes
- Entranceways
- Freestanding totems
- Wall-mounted totems



Signage overview

Signage overview

1. Totems
(Installed – Retrospective planning needed)



2. The Tower address signage



3. The Block canopy address signage



4. The Block address signage
(Installed – Retrospective planning needed)



5. Delivery sign



6. Delivery nudges



1. Totems

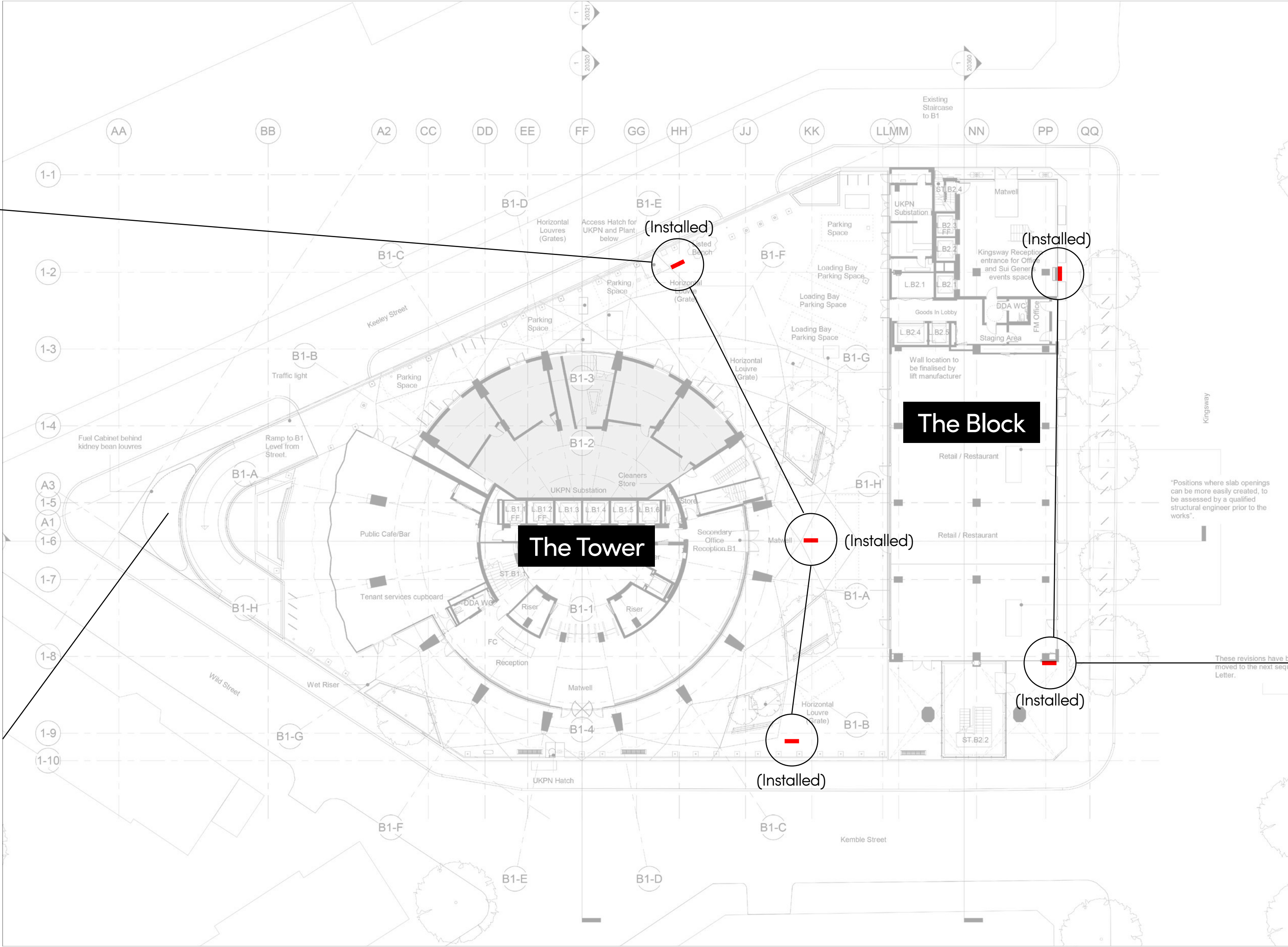
Planning permission and listed building consent sought

Totems - Locations

x3 Freestanding totems installed locations



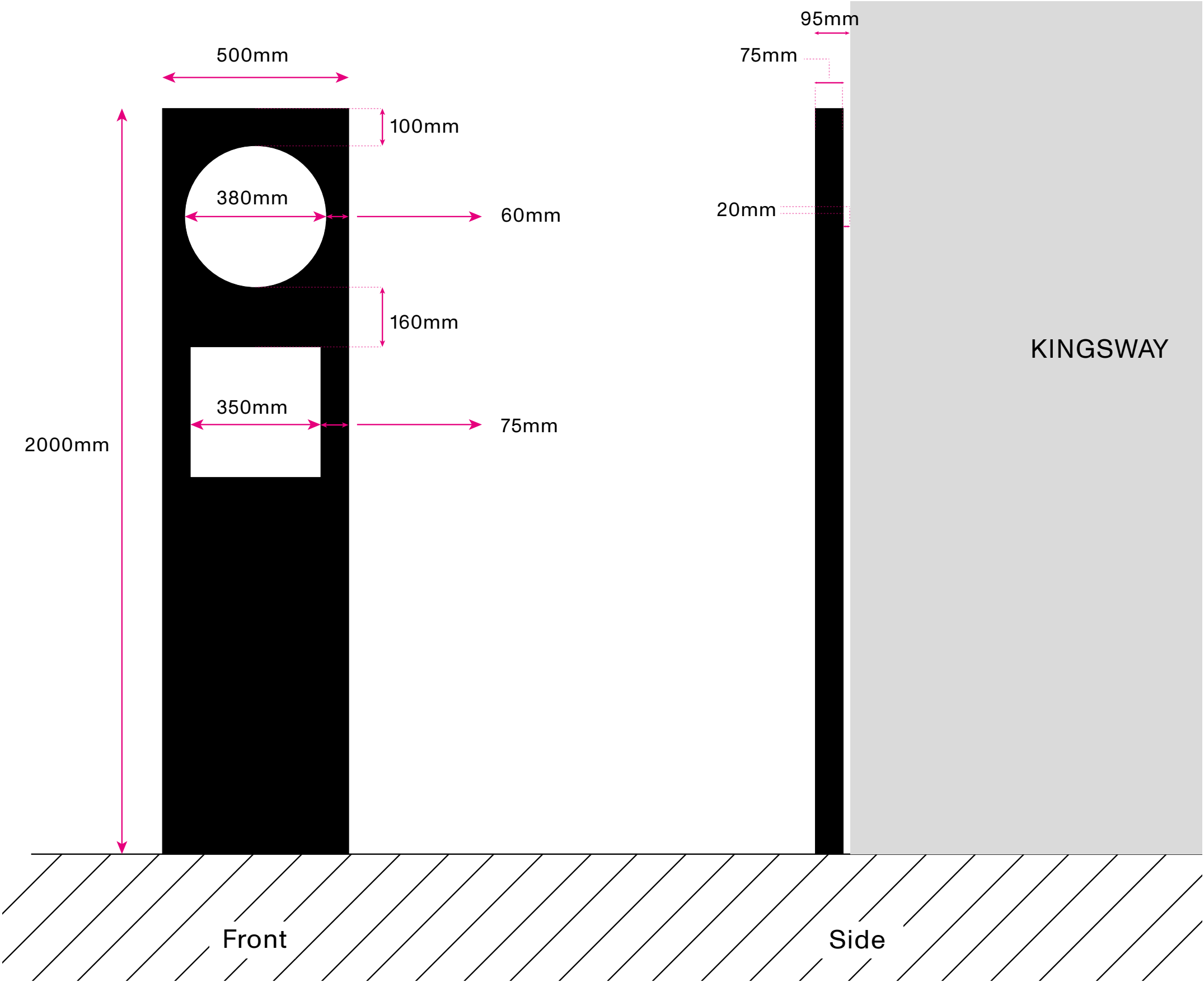
Originally a 4th freestanding totem was planned to go here, however it was decided it was not needed and the other 5 totems were adequate.



x2 Wall-mounted totems installed locations

Part A: Wall-mounted totems

Wall-mounted totems – Design

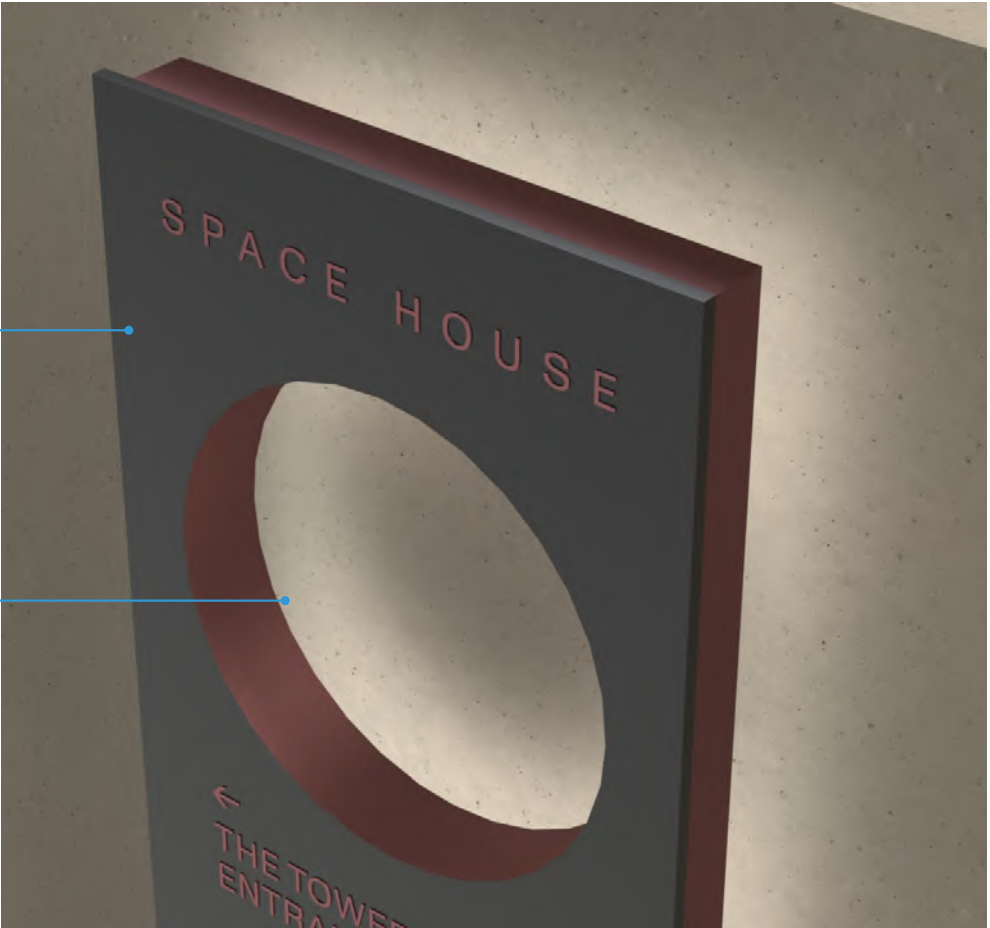
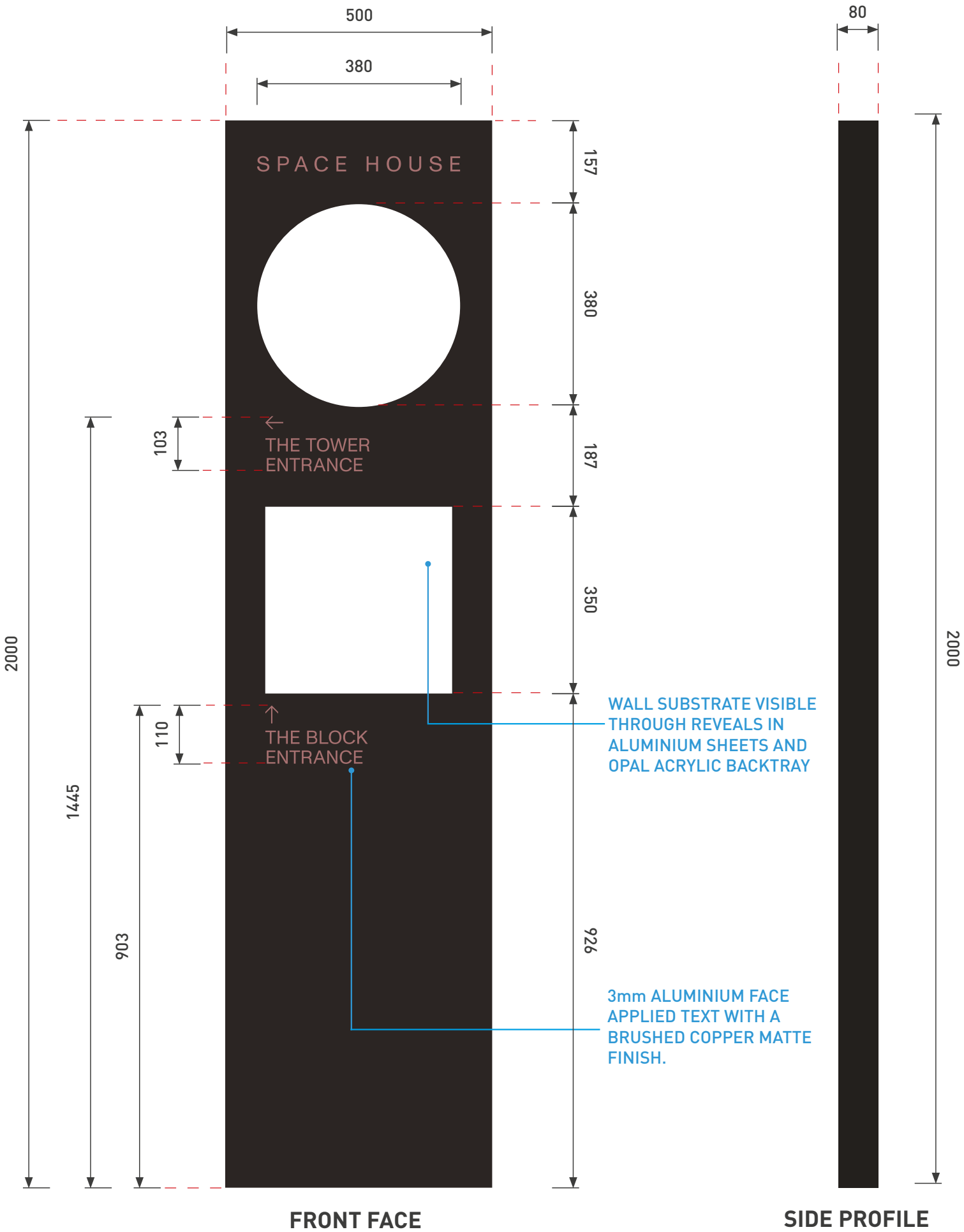


Flat totems to be fixed offset from exterior wall by 20mm, illuminated with GE LEDs fixed to reverse. Powdercoated aluminium with laser cut out lettering. Mounted to wall using mechanical fixings to substrate. Holes for affixing made by MASS Concrete who produced the GRC panelling.

Lighting - please see slide 15 for lighting specification.

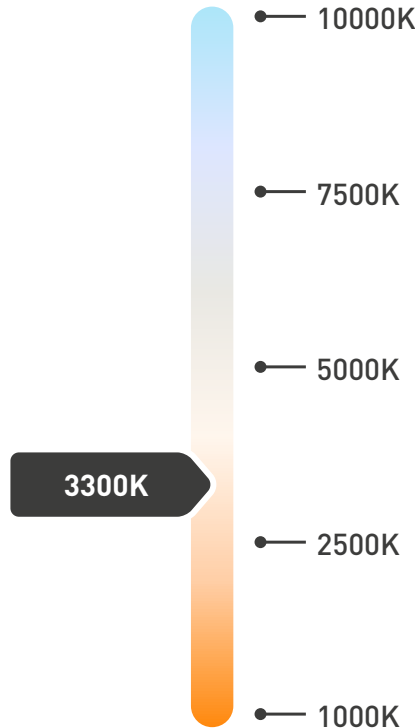
For wayfinding purposes only
(no advertisement will be shown)

SIGN TYPE 02 - WALL DIRECTIONAL FLAT TOTEM



EXAMPLE RENDER

LED COLOUR TEMPERATURE
WARM WHITE 3300K



SIGN 02 - WALL DIRECTIONAL (FLAT TOTEM)

2000 x 500mm wall directional flat totem sign with 8mm PPC aluminium front plate and 10mm opal acrylic backplate with an 80mm return depth. Tray to be fixed offset from substrate by 20mm using ferrule spacers and illuminated with GE LEDs fixed to front plate. Tray to have laser cut lettering and shapes as per design intent. Mounted to wall using mechanical fixings to substrate with power to be brought to location by others.

Fixing:	Mechanical Fixing. (as per details). Holes drilled in GRC panels by others.
Quantity:	02 (refer to artworks)
Font:	As per provided Artwork.
Colours:	Matte Black (RAL 9005) Brushed Copper Finish (matte with clear laquer)
Totem Weight:	45kg

Notes:

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Colour References:

- RAL 9005 (Jet Black Matte Finish)
- Copper Metallic Paint Finish (Reference TBC)

CONSTRUCTION
ISSUE

Drawing No:

N/A

Revision:

C01

Start Date: 21/11/2023

Rev. Date: 17/10/2024

Drawn By: GDB

Checked By: JC

Client:

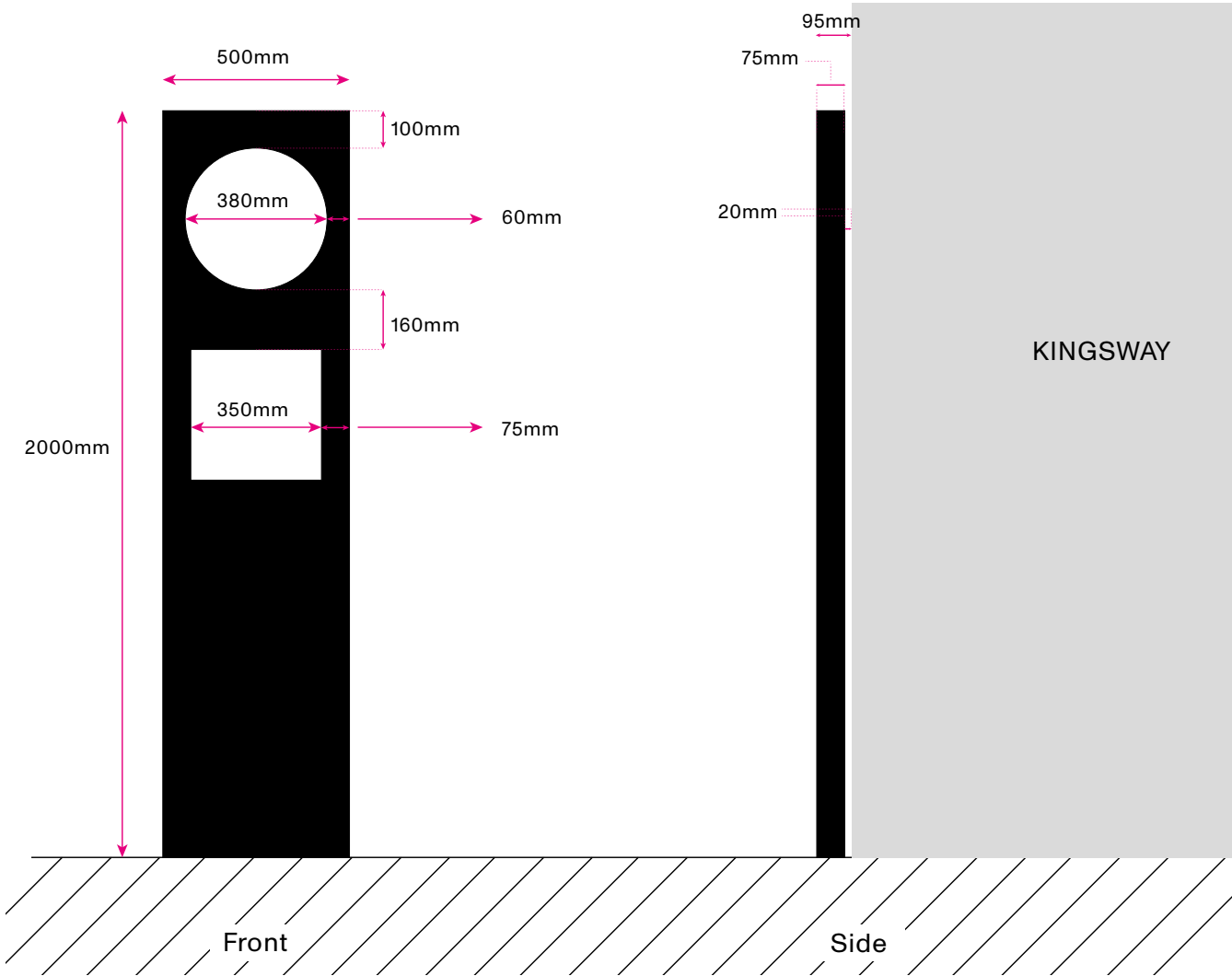
MAMMAL DESIGN

Project:

SPACE HOUSE



Wall-mounted totems - Location 1 / Kings Way



Reference



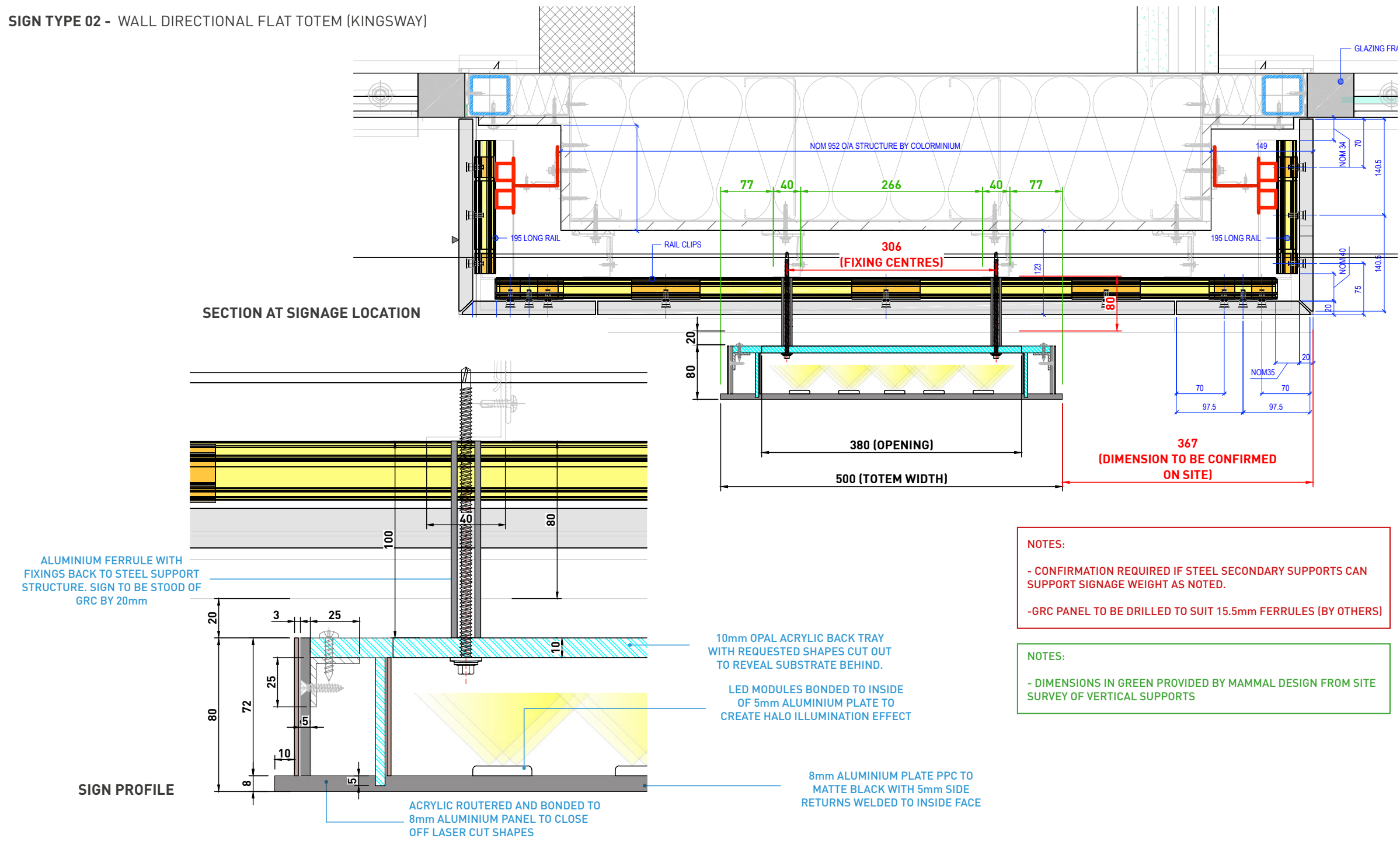
Space House

Wall-mounted totems - Location 1 / Install drawings

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SIGN TYPE 02 - WALL DIRECTIONAL FLAT TOTEM (KINGSWAY)



Notes:	Colour References: RAL 9005 (Jet Black Matte Finish) Brushed Copper	CONSTRUCTION ISSUE	Drawing No:	Start Date:	Client:
			N/A	21/11/2023	MAMMAL DESIGN
			Revision:	Rev. Date:	Project:

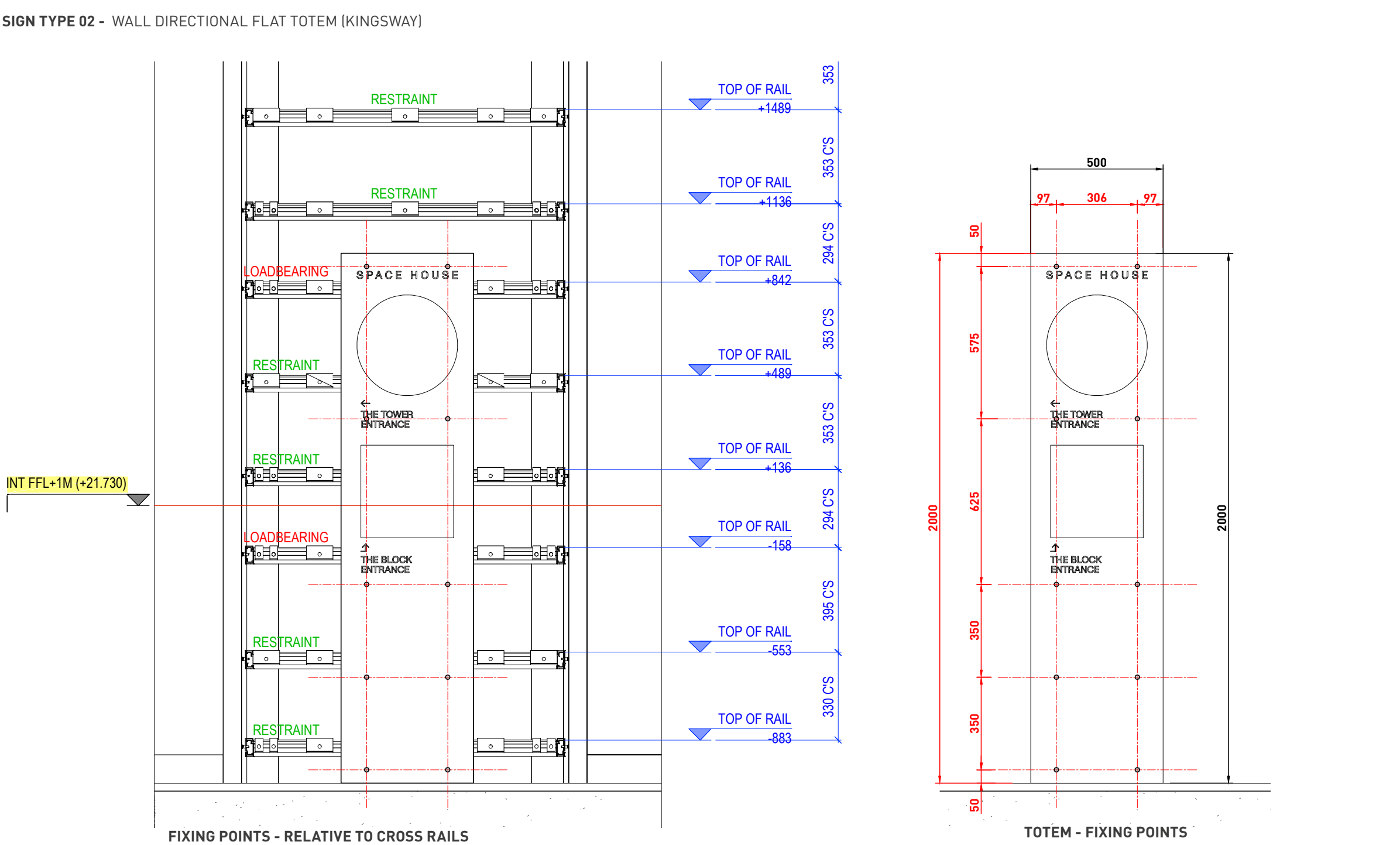
ASCOT

C01	GDB	SPACE HOUSE	Checked By: JC
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SIGN TYPE 02 - WALL DIRECTIONAL FLAT TOTEM (KINGSWAY)

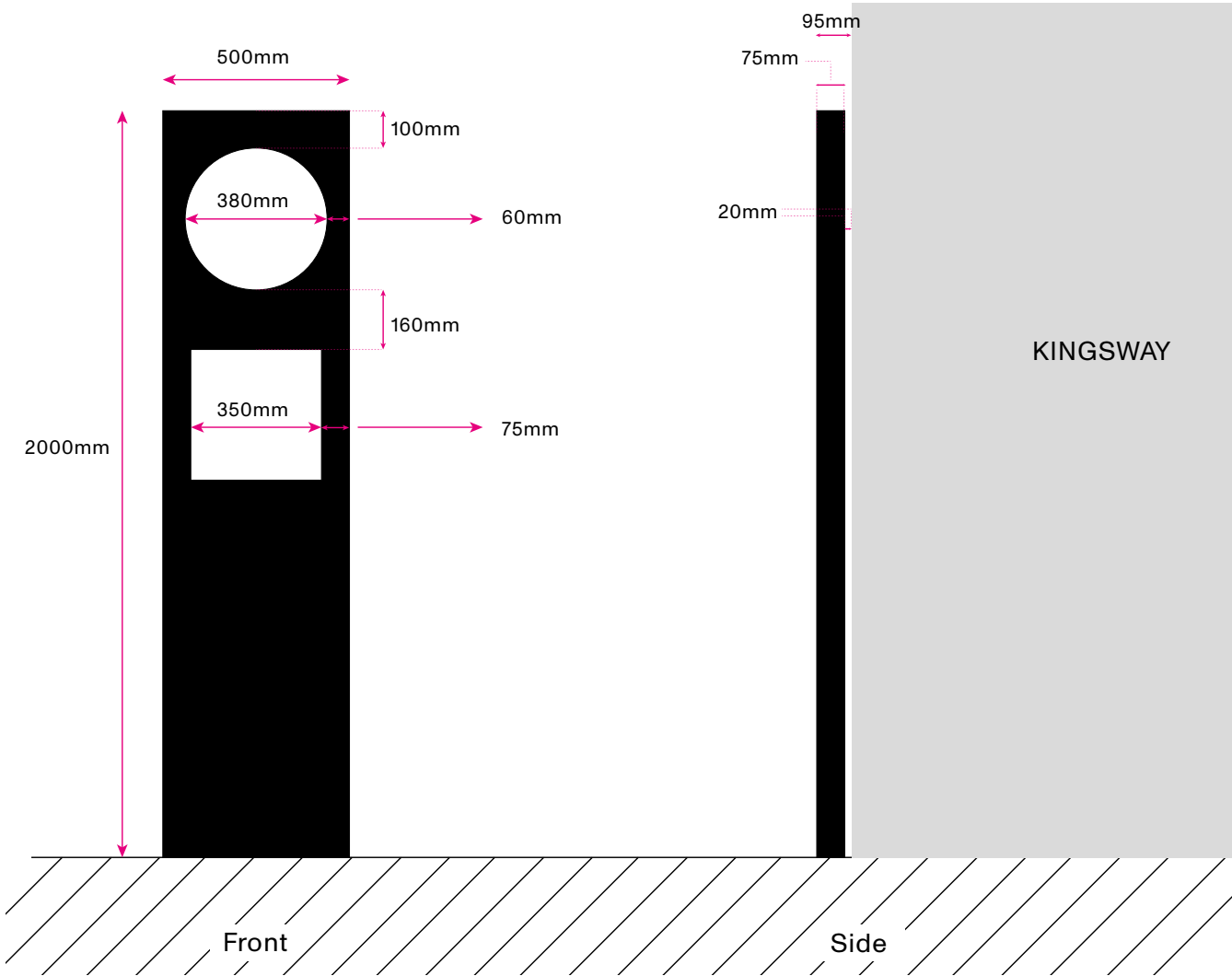


Notes:	Colour References: RAL 9005 (Jet Black Matte Finish) Brushed Copper	CONSTRUCTION ISSUE	Drawing No:	Start Date:	Client:
			N/A	21/11/2023	MAMMAL DESIGN
			Revision:	Rev. Date:	Project:

ASCOT

C01	GDB	SPACE HOUSE	Checked By: JC
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Wall-mounted totems – Location 2 / Kembble Street



Reference



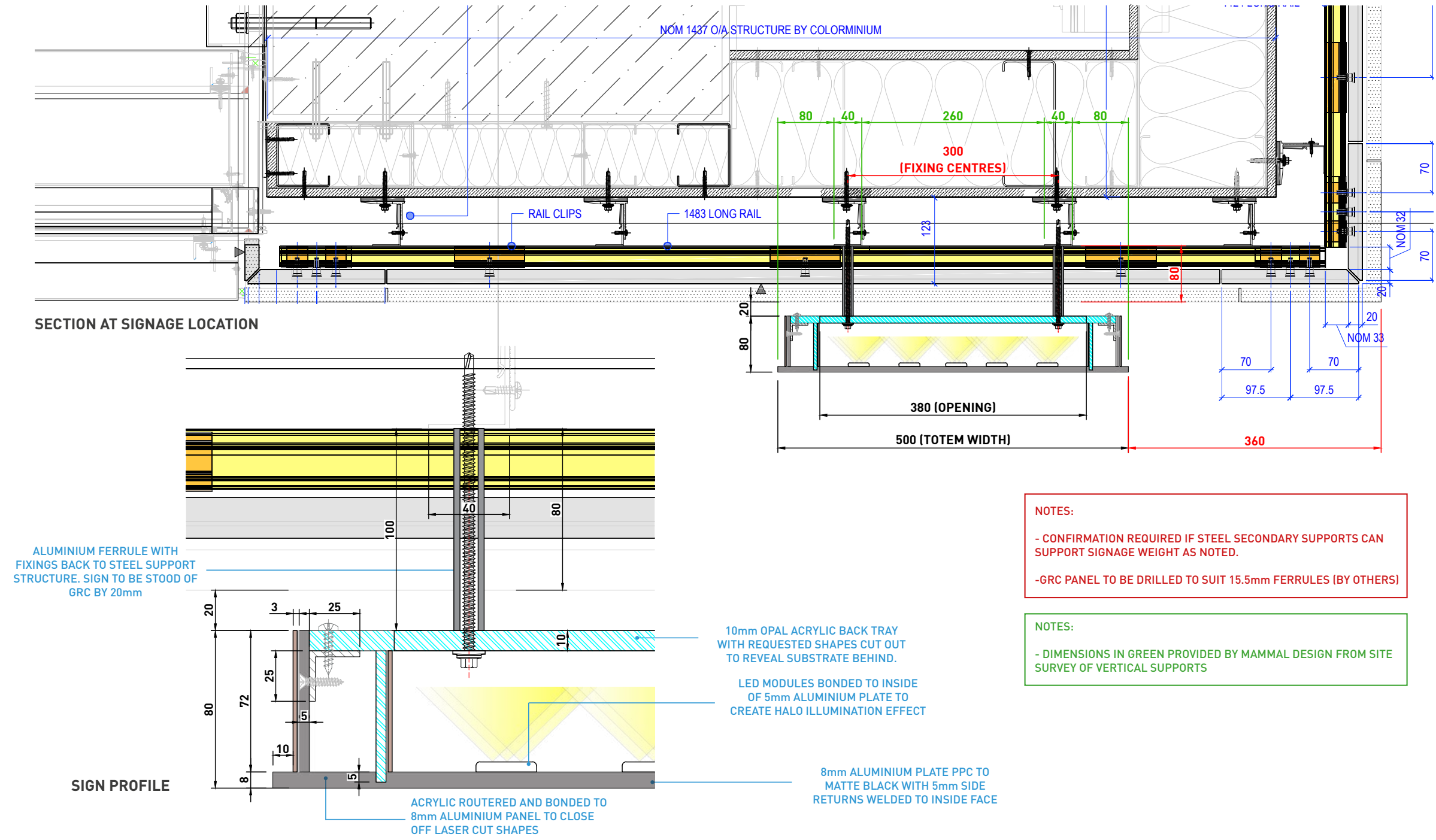
Space House

Wall-mounted totems - Location 2 / Install drawings

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SIGN TYPE 02 - WALL DIRECTIONAL FLAT TOTEM (KEMBELE ST)



Notes:	Colour References:	CONSTRUCTION ISSUE	Drawing No:	Start Date:	21/11/2023	Client:
	<div><div></div></div> RAL 9005 [Jet Black Matte Finish]		N/A	Rev. Date:	17/10/2024	MAMMAL DESIGN
	<div><div></div></div> Brushed Copper		Revision:	Drawn By:	GDB	Project:
	C01		Checked By:	JC	SPACE HOUSE	

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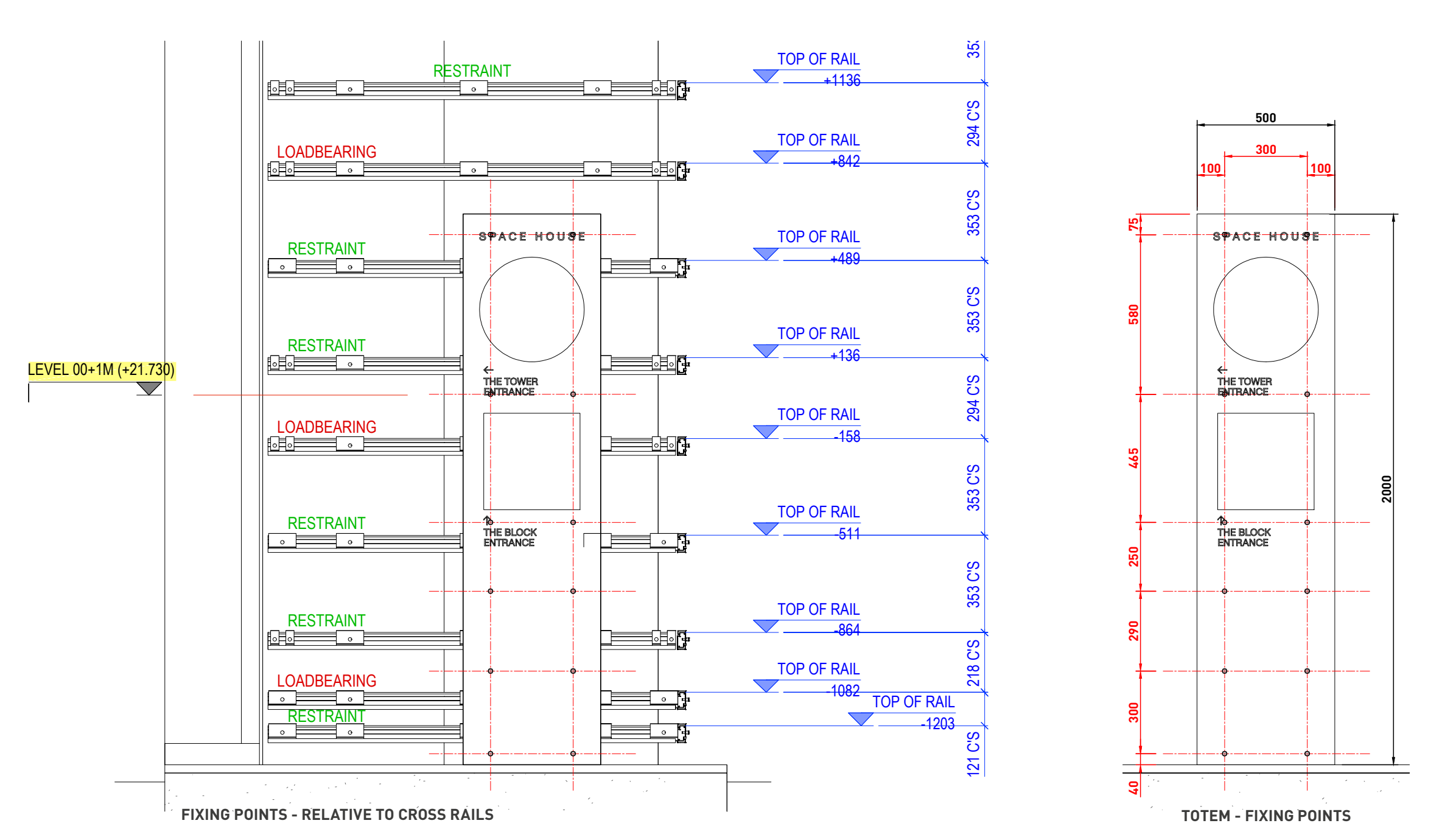
ASCOT

EST. 1988

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SIGN TYPE 02 - WALL DIRECTIONAL FLAT TOTEM (KEMBELE ST)



Notes:	Colour References:	CONSTRUCTION ISSUE	Drawing No:	Start Date:	21/11/2023	Client:
	<div><div></div></div> RAL 9005 (Jet Black Matte Finish)		N/A	Rev. Date:	17/10/2024	MAMMAL DESIGN
	<div><div></div></div> Brushed Copper		Revision:	GDB	Drawn By:	Project:
	C01		Checked By:	JC	SPACE HOUSE	

ASCOT

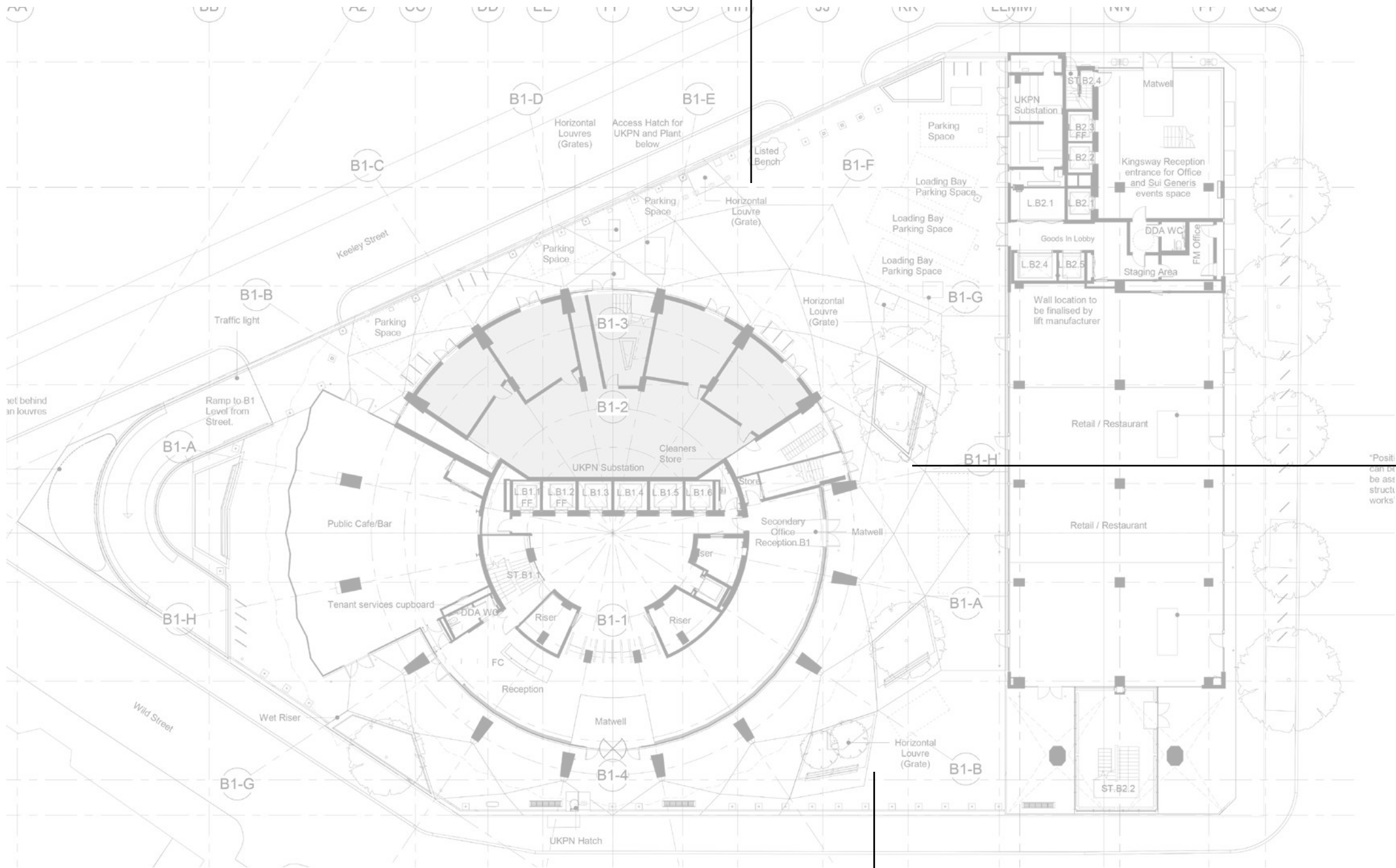
EST 1988

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Part B: Freestanding totems

Freestanding totems - Locations

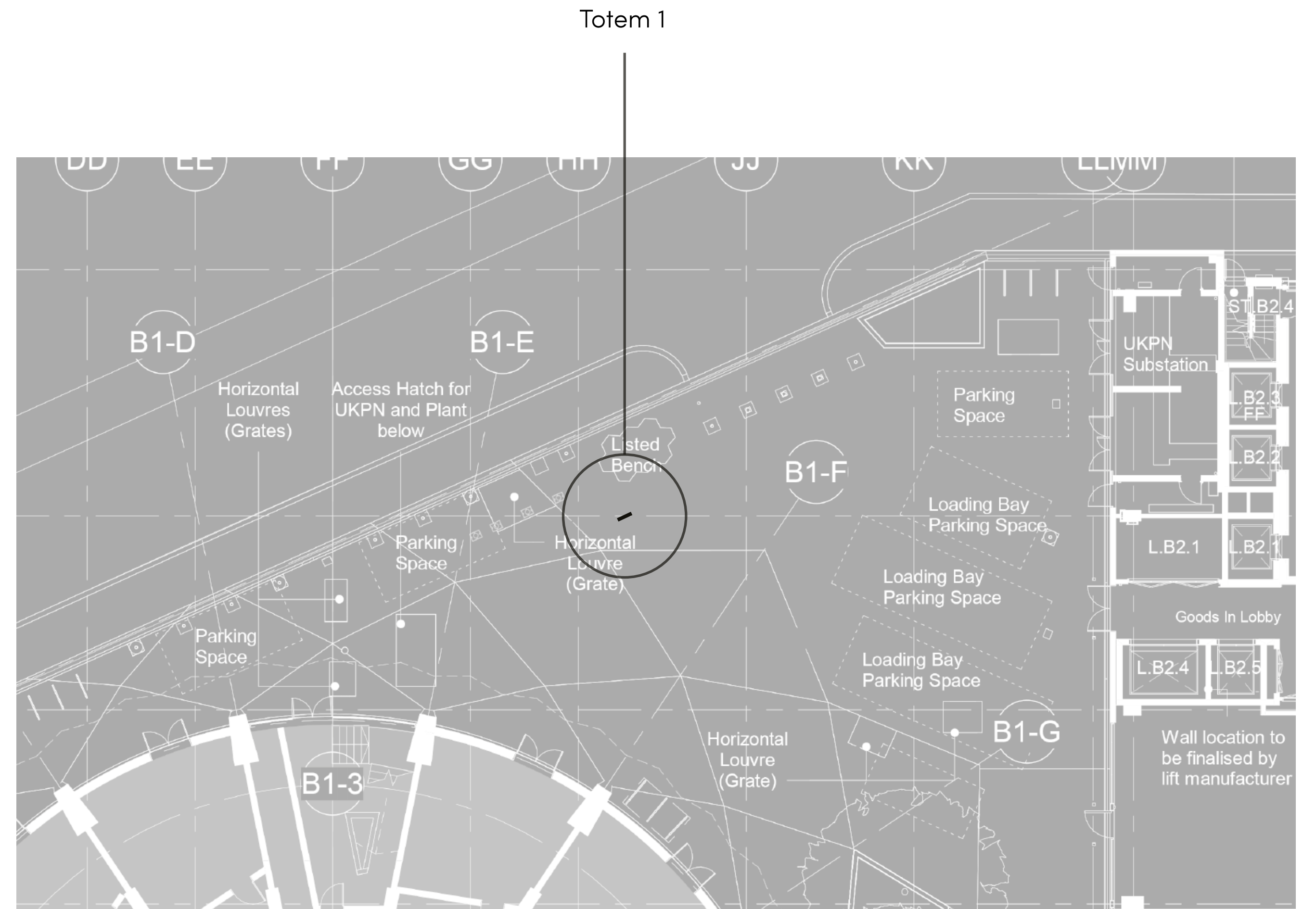
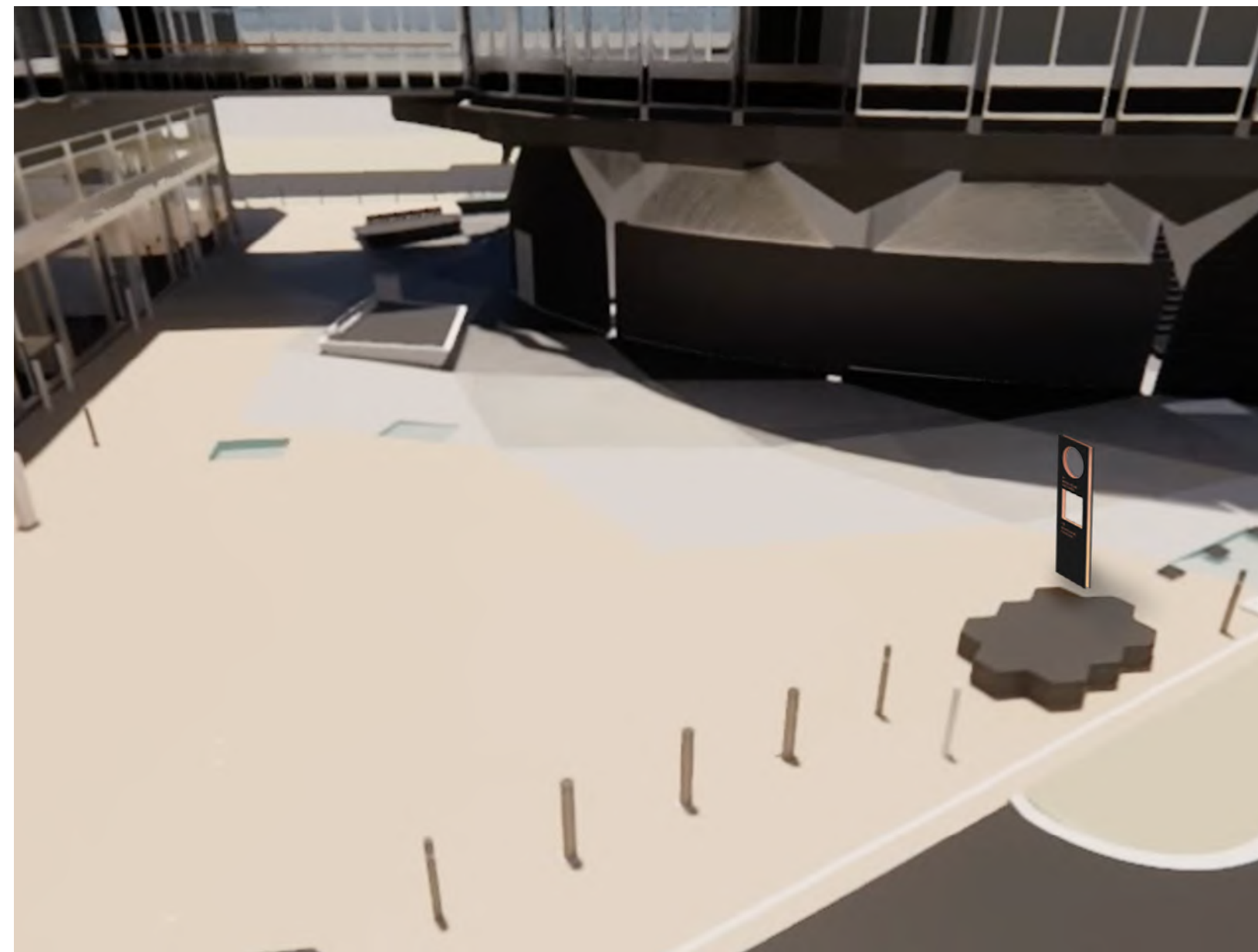
Totem 1
Positioned at a key decision point for visitors arriving from Holborn.



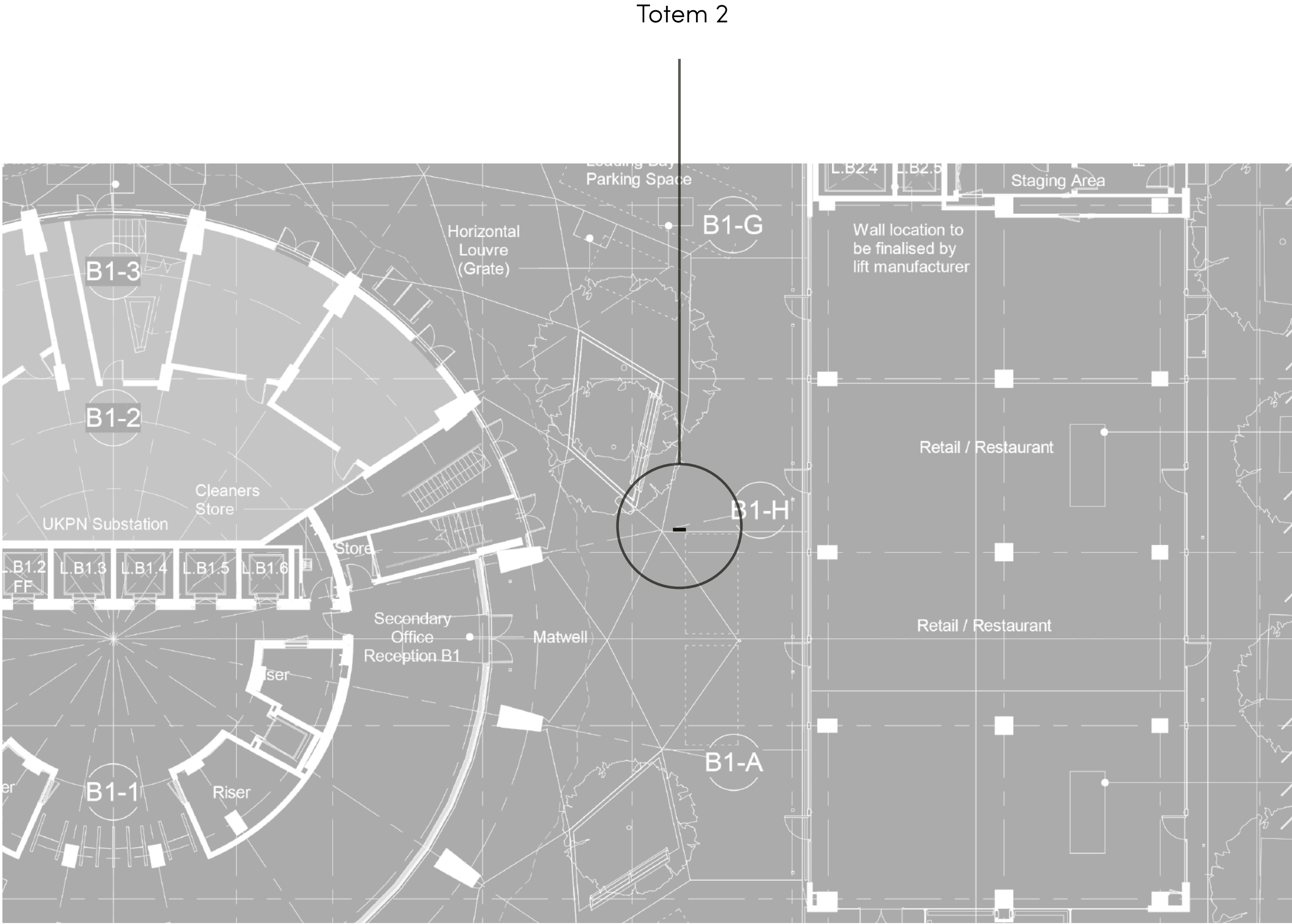
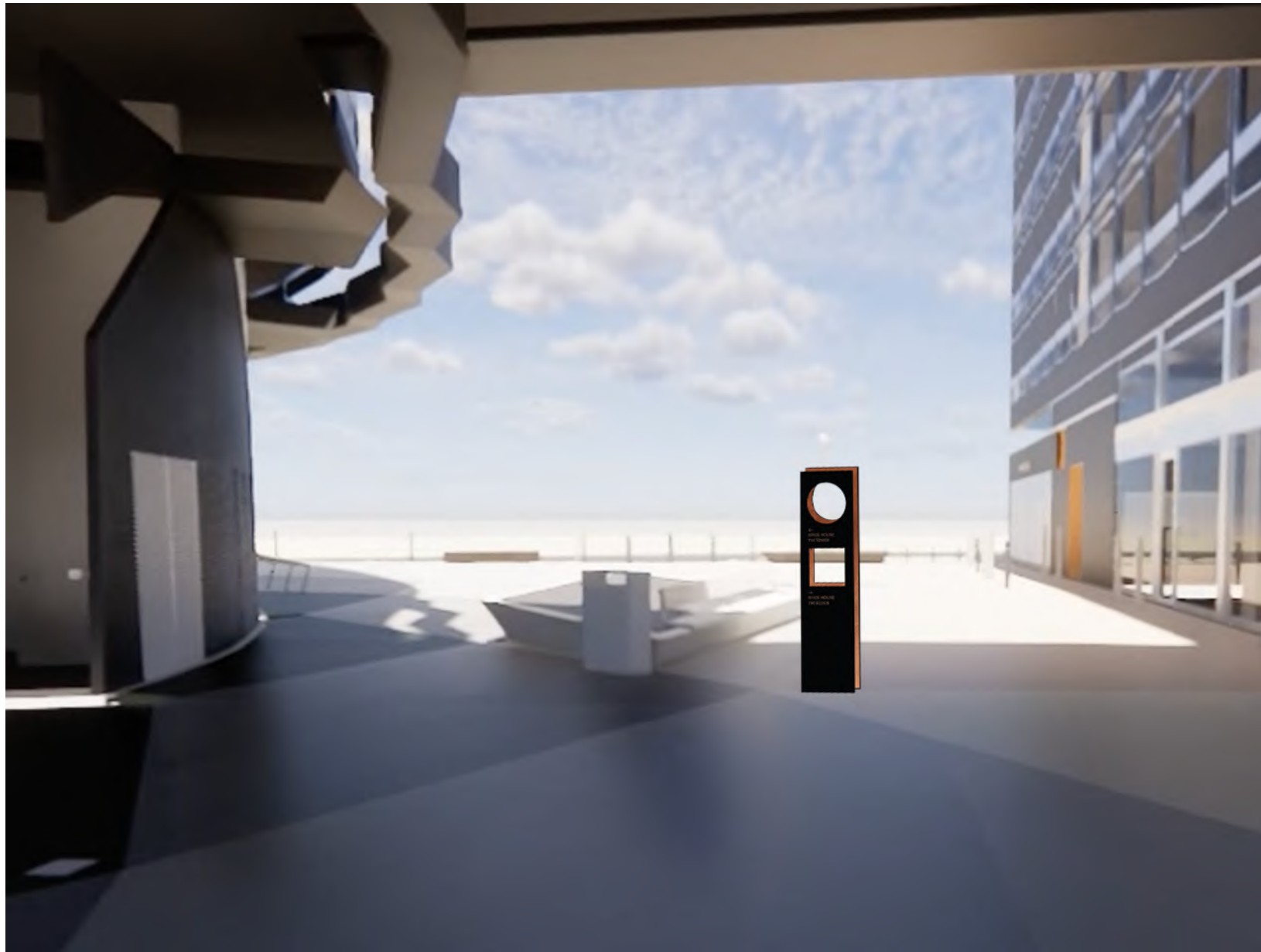
Totem 2
Positioned in the space between the two buildings to capture any visitors who may have missed one of the initial signposts. There is nothing else within this space to help guide people to either entrance, should they find themselves here.

Totem 3
Positioned at a key decision point for visitors arriving at Kemble Street.

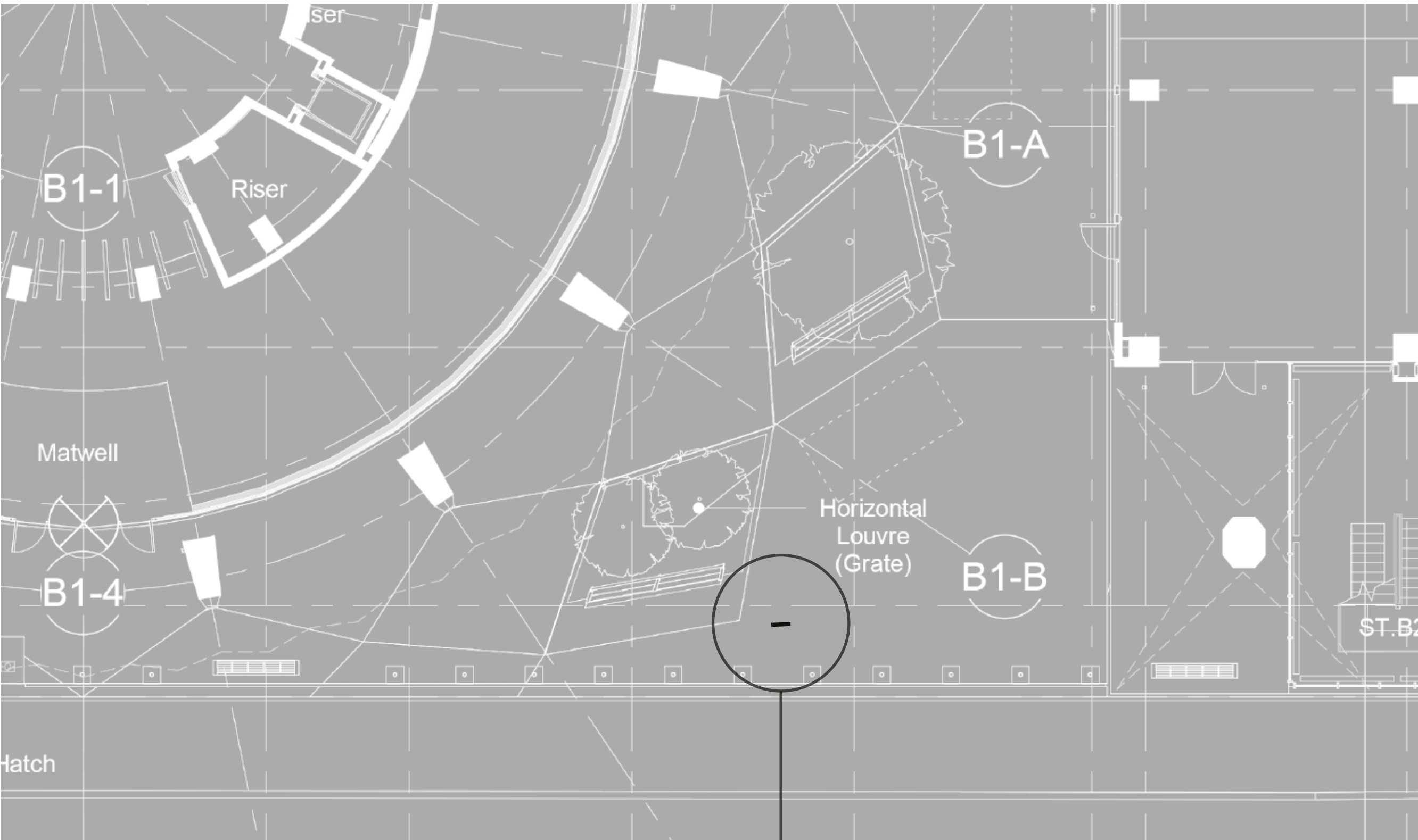
Freestanding totems - Location 1



Freestanding totems - Location 2

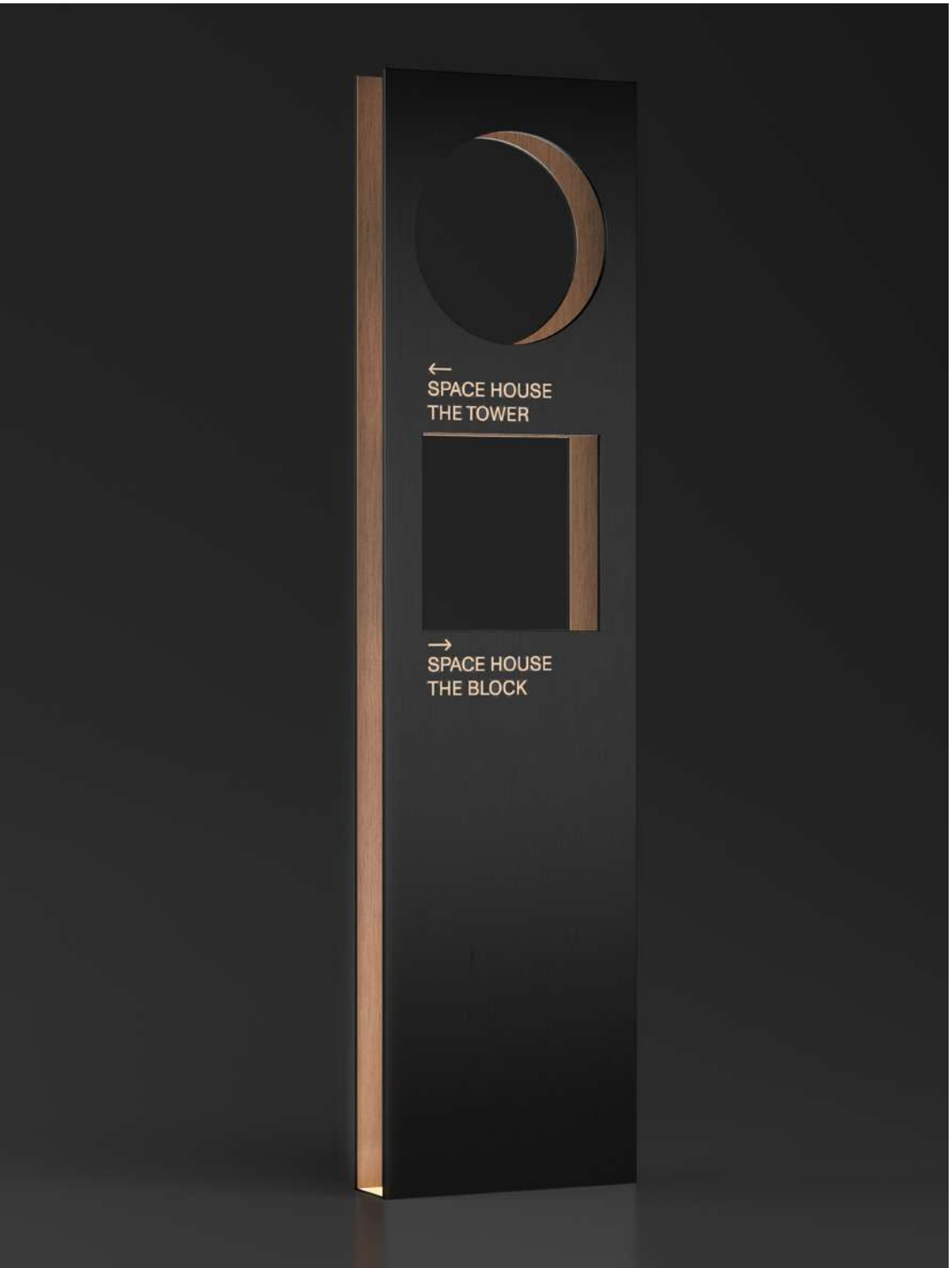
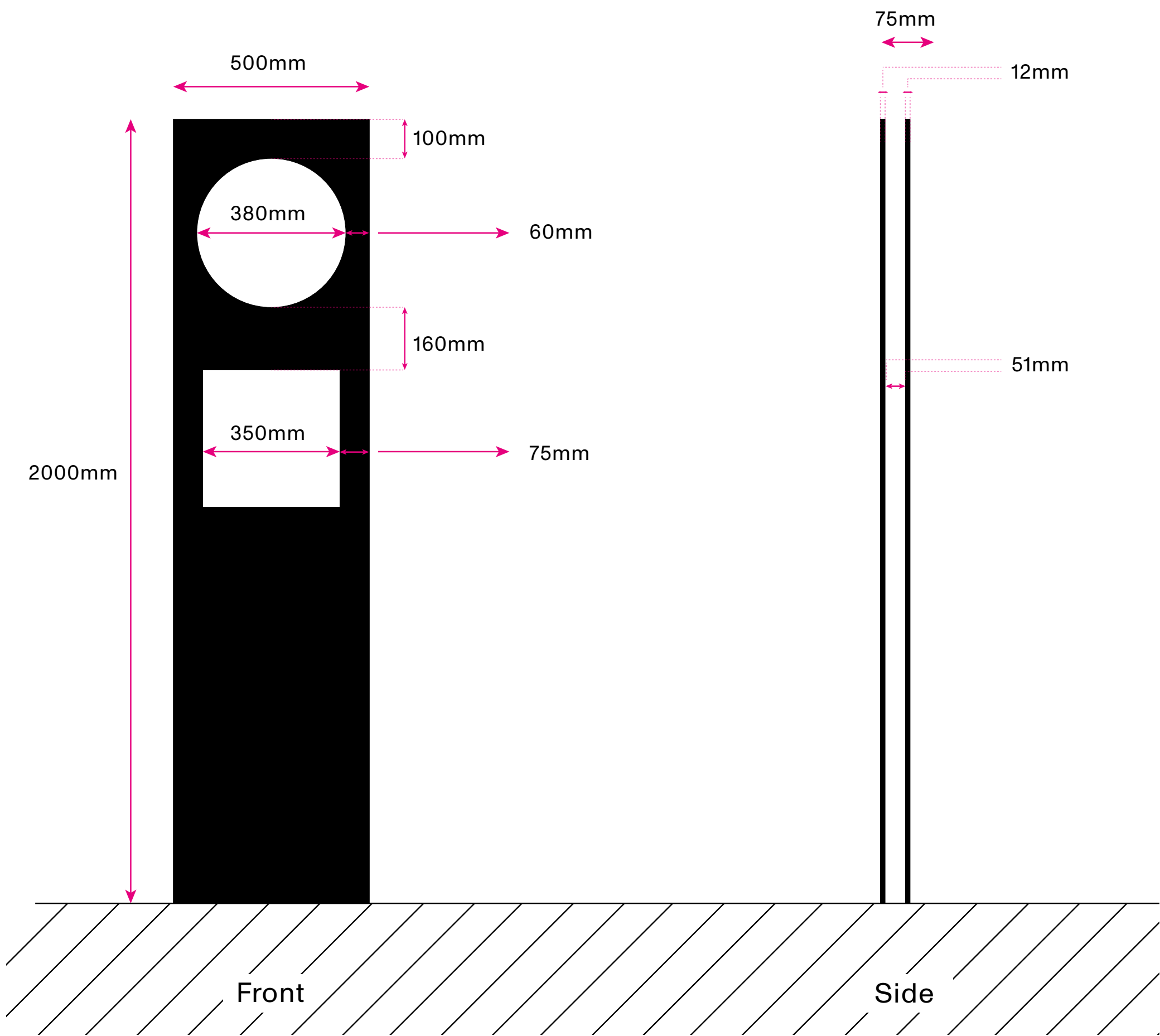


Freestanding totems - Location 3



Totem 3

Freestanding totems - Design



Two sheets of 10mm galvanised steel with matte black powder coated external faces. Internal panels to be lined with Rimex Rosy Gold Hairline. With cut out square & circles.

Lettering - cut out letters from Rimex Rosy Gold Hairline.

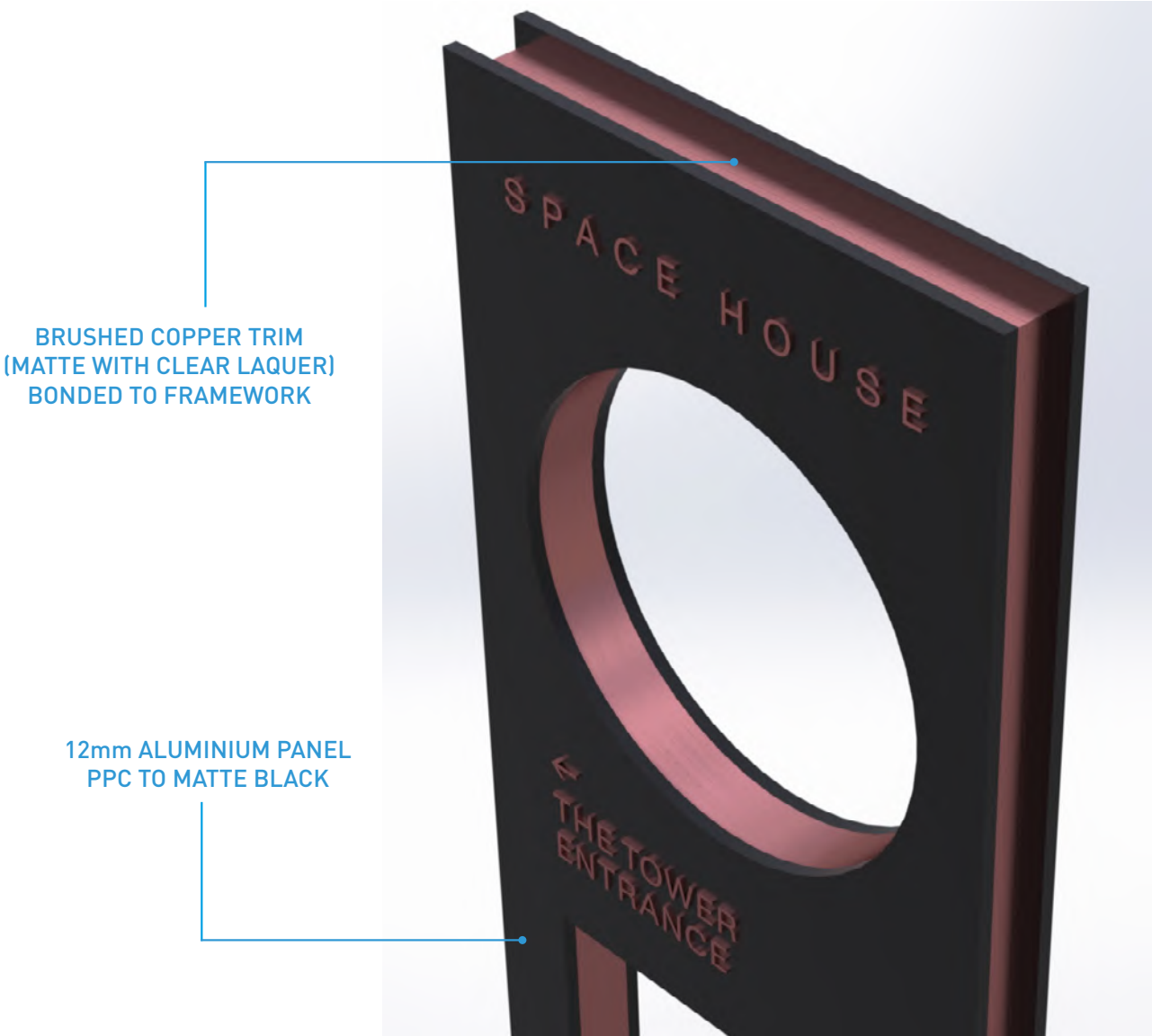
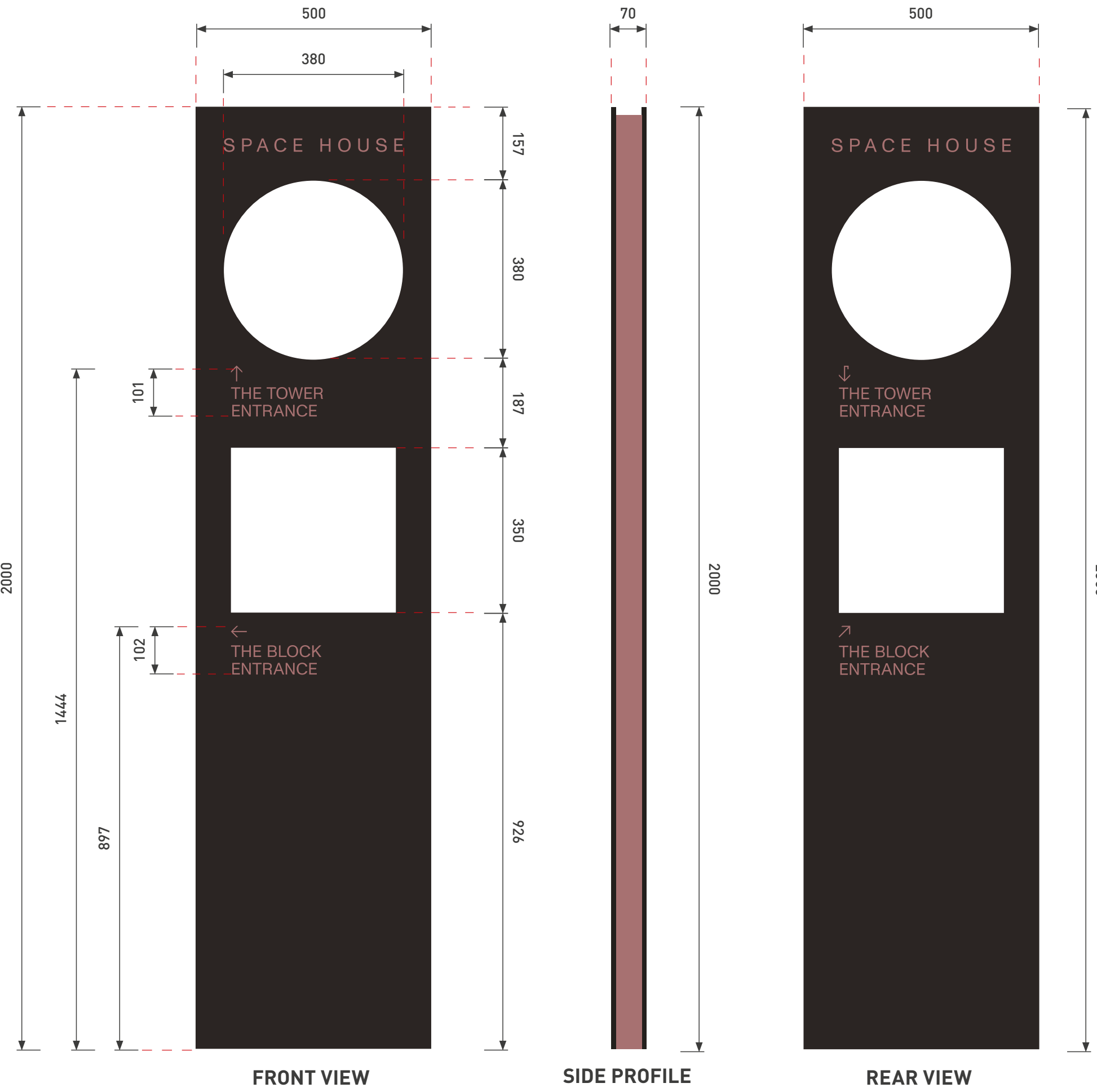
Mounted and secured using concrete foundation detail.

Lighting - please see slide 24 for lighting specification.

For wayfinding purposes only (no advertisement will be shown)

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SIGN TYPE 01 - FREESTANDING TOTEM



SIGN 01 - NON ILLUMINATED FREE STANDING TOTEM

2000 x 500mm free standing totem with a return depth of 70mm. 12mm aluminium sheets PPC to a matte black external finish. 3mm aluminium angle countersunk fixed to inside face of aluminium panel. Subframe from 1 1/2" x 1 1/2" x 3 1/16" aluminium SHS. 12mm aluminium panels and angle fixed to subframe using countersunk fixings. Brushed copper trim (matte with clear laquer) bonded to angles to conceal all fixings. Copper trim offset 10mm from edge of main panelling.

Square and circle detail laser cut to requested sizes and lined with brushed copper trim. Directional text to be face applied brushed copper.

- Fixing:** Fully welded aluminium frame to 600 x 200 x 10mm aluminium base plate with 8mm gussets. 6nr M12 (A2 316 Stainless steel threaded rods) with HIT-HY-200-A (mortar resin) fixed into R/C slab at a 200mm depth.
- Quantity:** 03
- Font:** As per provided artwork
- Colours:** Matte Black (RAL 9005)
Brushed Copper Finish (matte with clear laquer)

Totem Weight: 80kg

Notes:

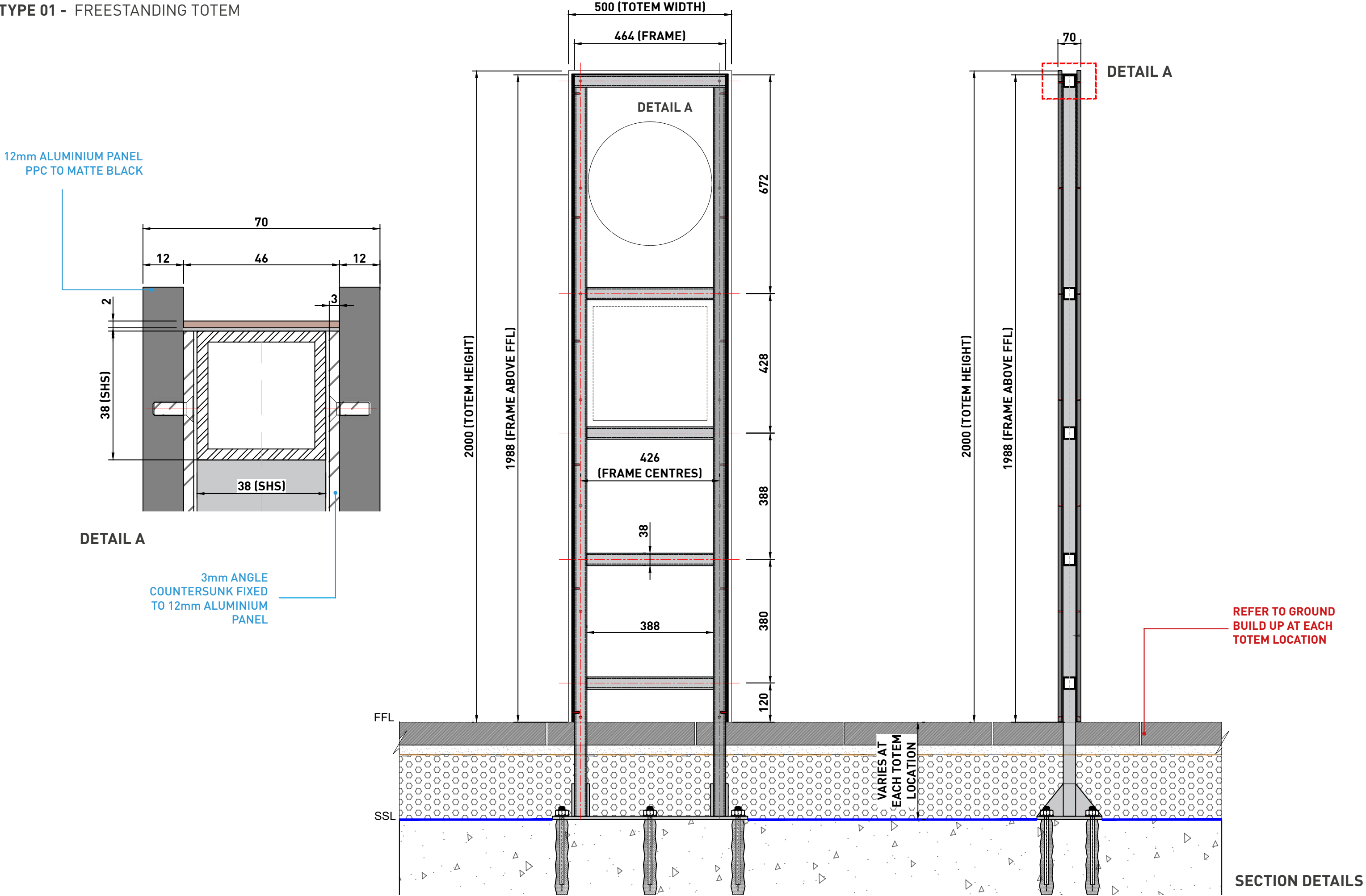
- Colour References:**
 - RAL 9005 (Jet Black Matte Finish)
 - Brushed Copper

CONSTRUCTION ISSUE

- Drawing No:** N/A
- Revision:** C01
- Start Date:** 21/11/2023
- Rev. Date:** 17/10/2024
- Drawn By:** GDB
- Checked By:** JC
- Client:** MAMMAL DESIGN
- Project:** SPACE HOUSE



SIGN TYPE 01 - FREESTANDING TOTEM



Notes:

Colour References:

CONSTRUCTION
ISSUE

Drawing No:

N/A

Revision:

C01

Start Date: 21/11/2023

Rev. Date: 17/10/2024

Drawn By: GDB

Checked By: JC

Client:

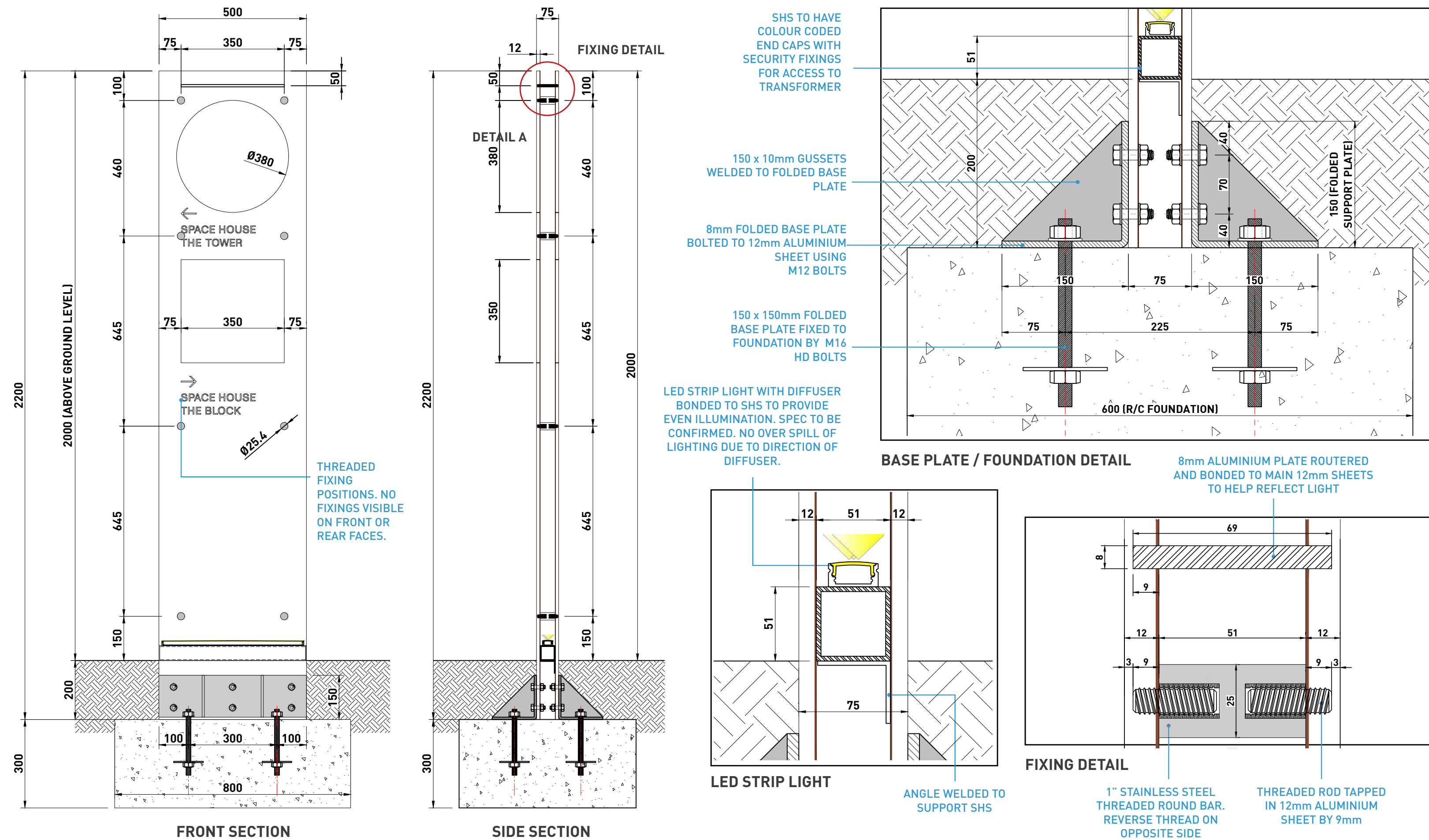
MAMMAL DESIGN

Project:

SPACE HOUSE

ASCOT
EST. 1938


SIGN TYPE 01 - FREESTANDING TOTEM



Notes:

Colour References:

■ RAL 9005 (Jet Black Matte Finish)

 Copper Metallic Paint Finish
(Reference TBC)

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FOR REVIEW

DO NOT MANUFACTURE
FROM THIS DOCUMENT

Drawing No:

N/A

Revision:

P03

Start Date: 21/11/2023

Rev. Date: 08/12/2023

Drawn By: GDB

Checked By: JC

Client:

MAMMAL DESIGN

Project:

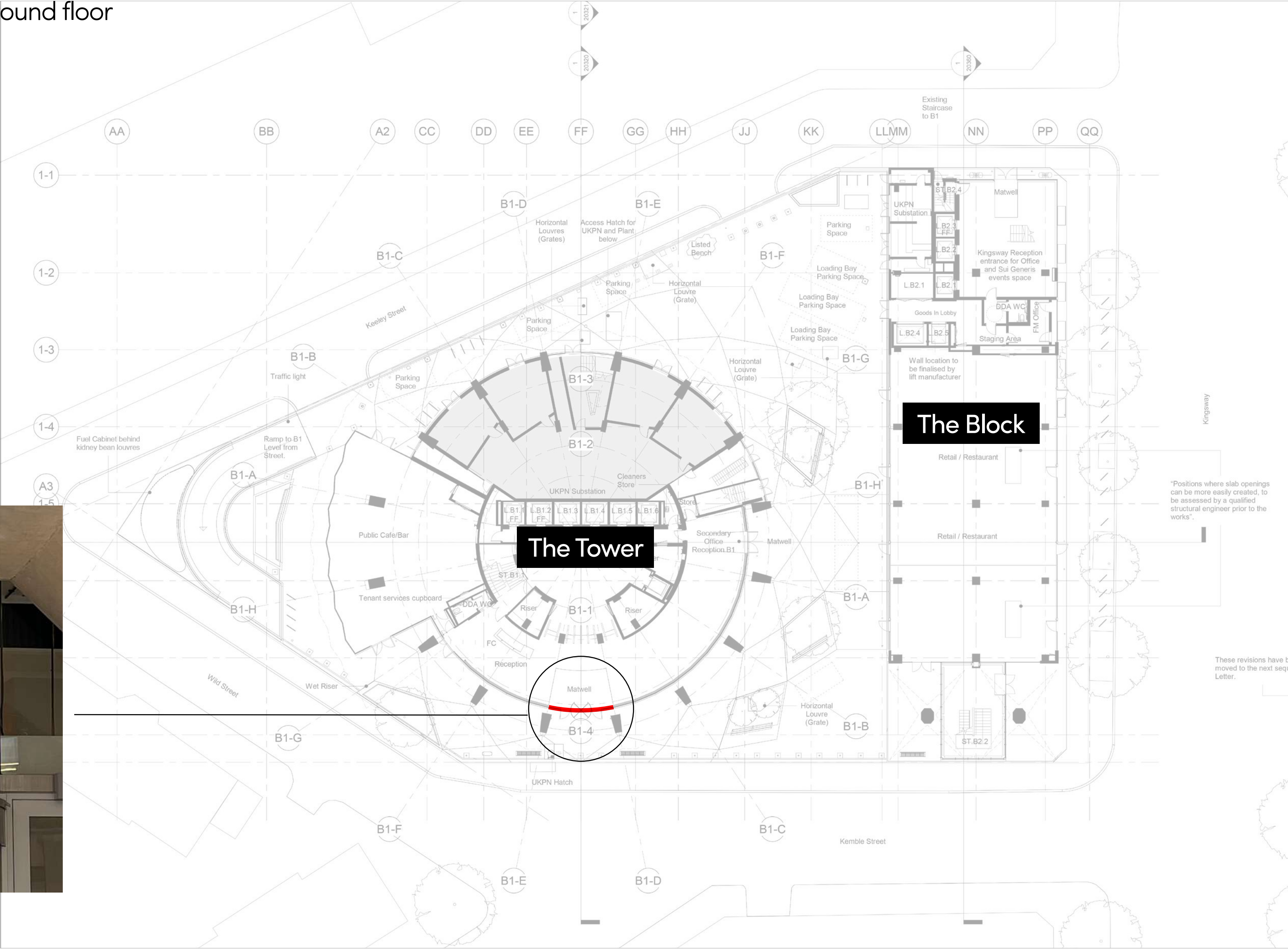
SPACE HOUSE

ASCOT. EST. 193

2. The Tower Address Signage

The Tower Address Signage – Ground floor

The Tower Address Signage



The Tower Address Signage – Entrance mockup

Sign specs

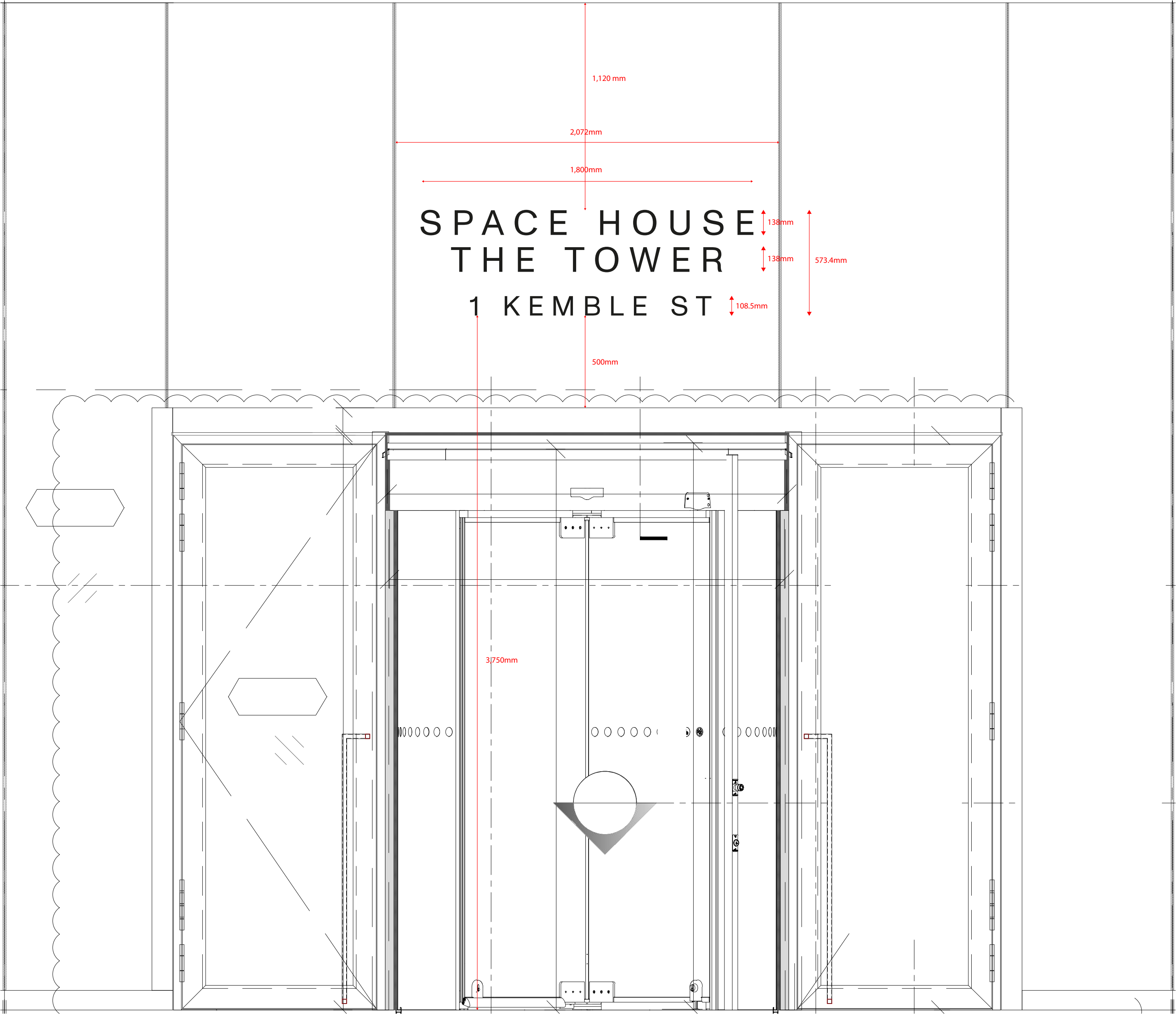
- Built up Brushed Copper Letters
- 20mm Copper Returns
- 8mm Thick Opal Acrylic Backs illuminated
- 8mm Thick Internal Clear Acrylic
- Internal White 6,500 LED tube modules
- White vinyl applied to rear
- Fixed to the glass using strong adhesive



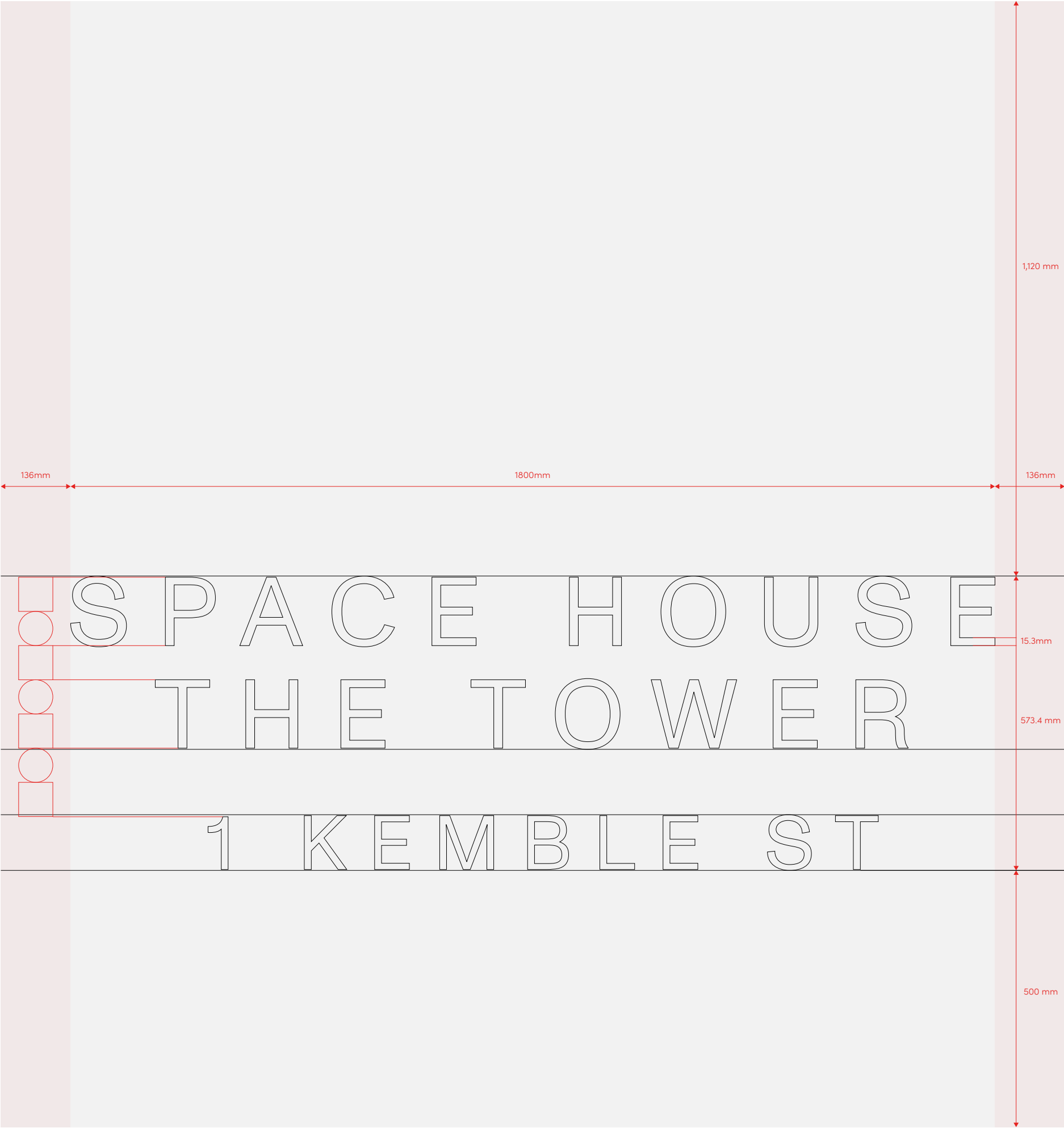
The Tower Address Signage - Drawing

Sign specs

- Built up Brushed Copper Letters
- 20mm Copper Returns
- 8mm Thick Opal Acrylic Backs illuminated
- 8mm Thick Internal Clear Acrylic
- Internal White 6,500 LED tube modules
- White vinyl applied to rear
- Fixed to the glass using strong adhesive



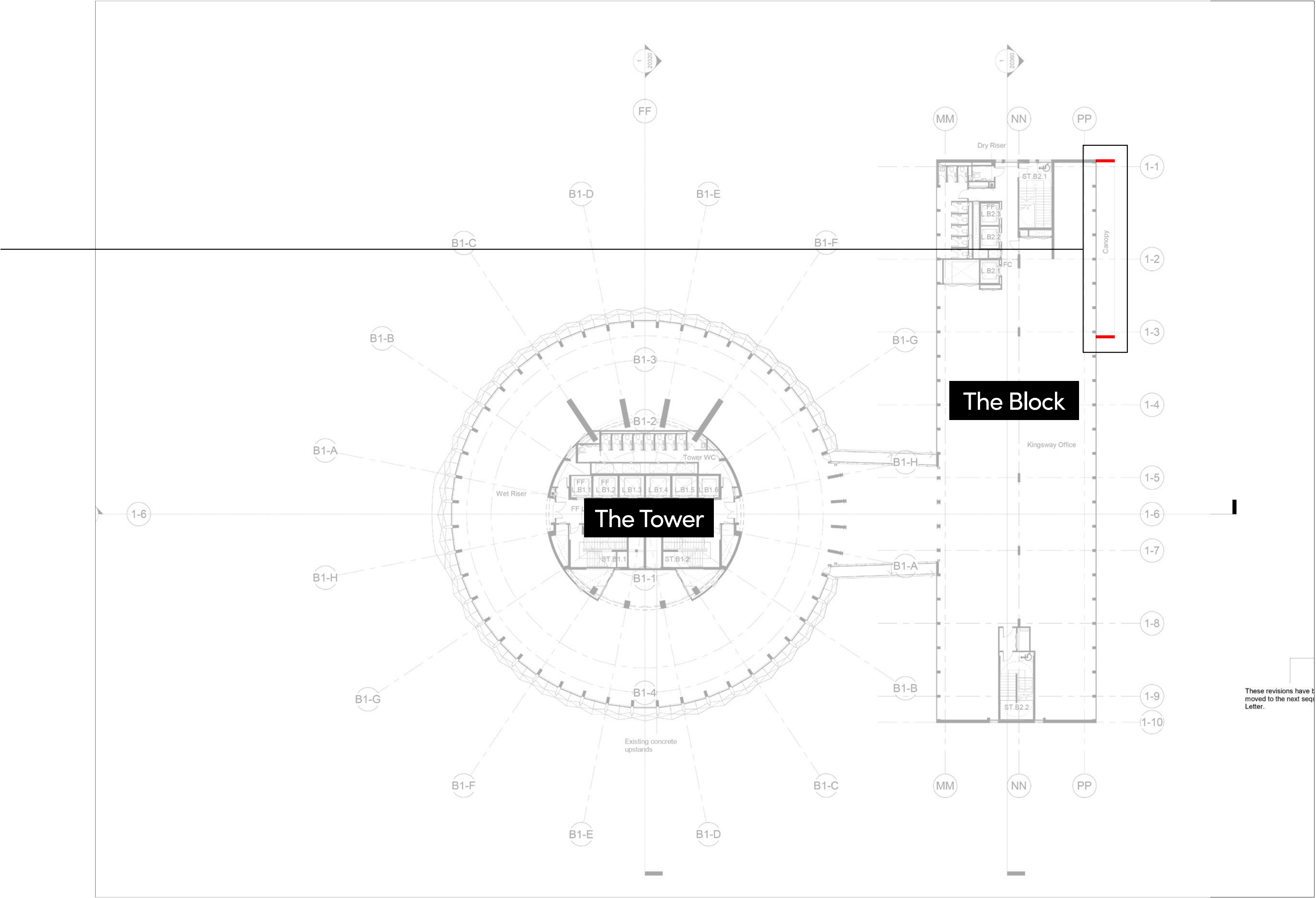
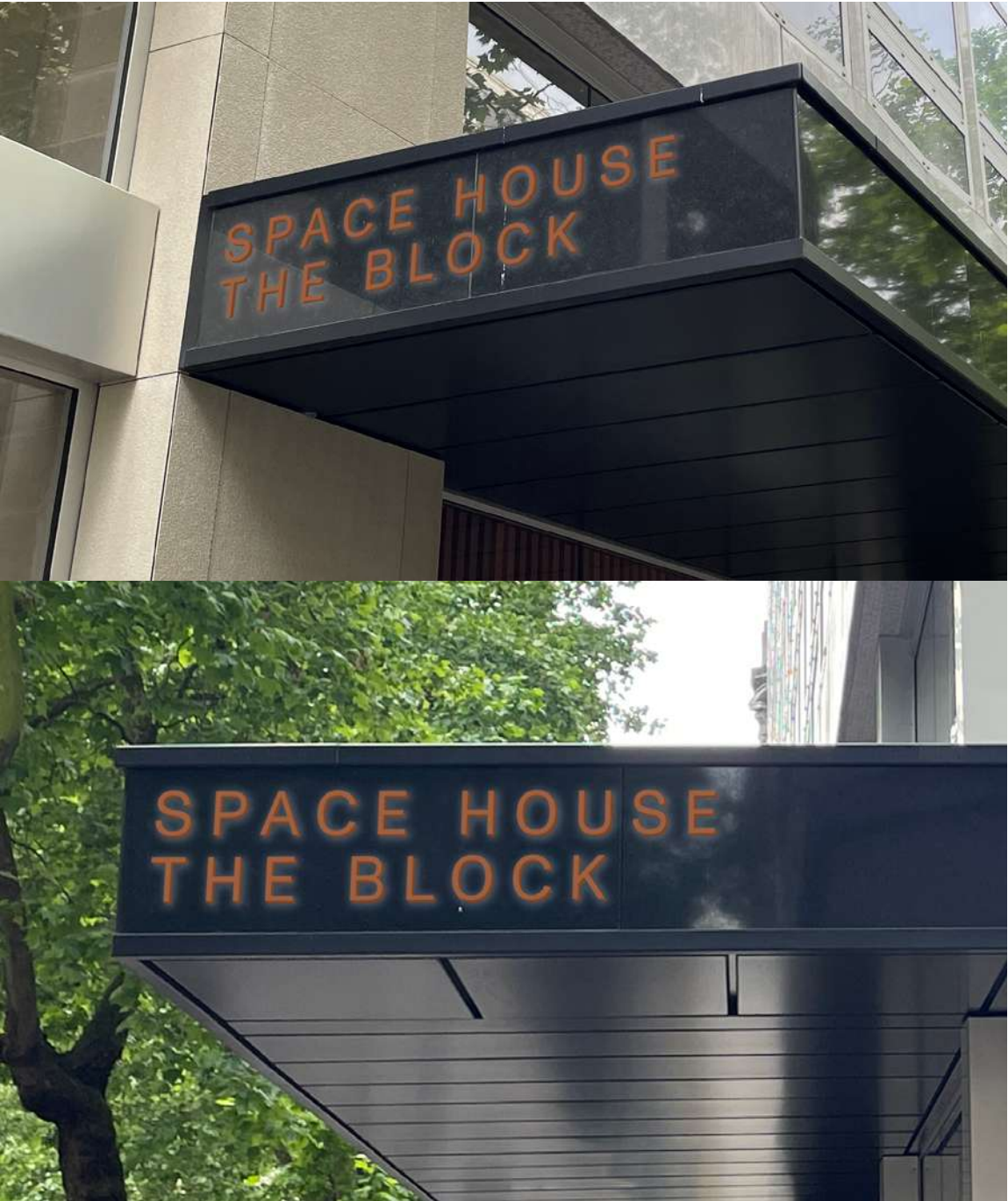
The Tower Address Signage – Dimensions



3. The Block Canopy Address Signage

The Block Canopy Address Signage – First floor

The Block Canopy Address Signage



The Block Canopy Address Signage – Mockup

- Sign specs
- Built up Brushed Copper Letters
 - 20mm Copper Returns
 - 8mm Thick Opal Acrylic Backs illuminated
 - 8mm Thick Internal Clear Acrylic
 - Internal White 6,500 LED tube modules
 - Fixed to the structure using strong adhesive



Left side of canopy



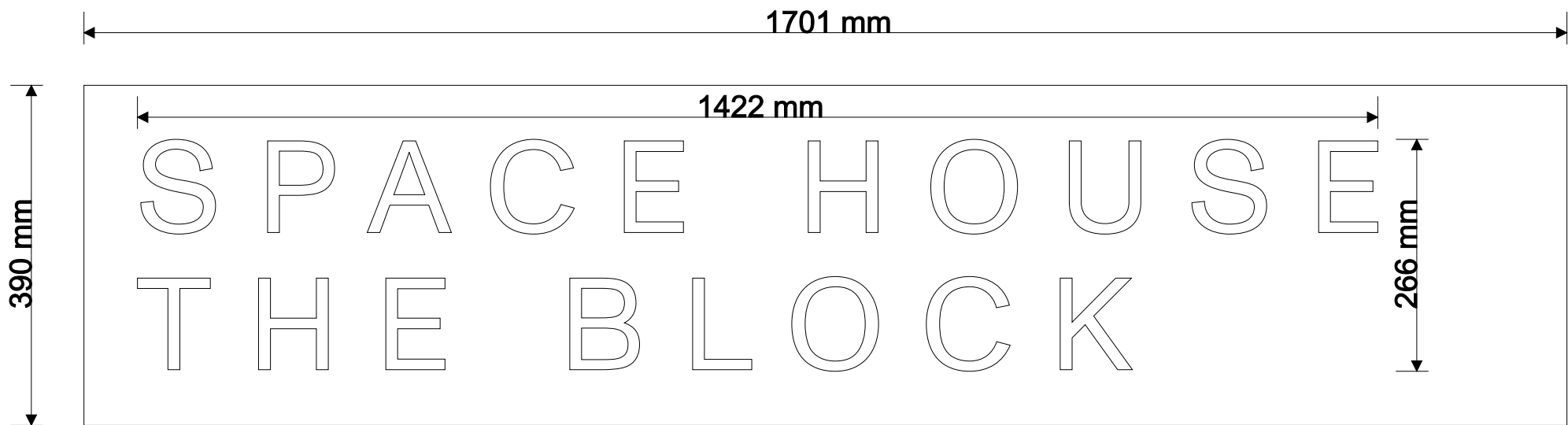
Right side of canopy

The Block Canopy Address Signage - Drawings

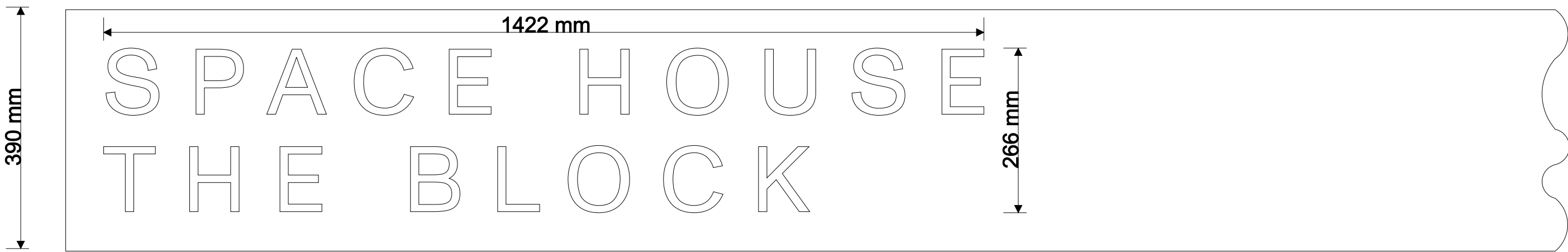
Sign specs

- Built up Brushed Copper Letters
- 20mm Copper Returns
- 8mm Thick Opal Acrylic Backs illuminated
- 8mm Thick Internal Clear Acrylic
- Internal White 6,500 LED tube modules
- Fixed to the structure using strong adhesive

Left side



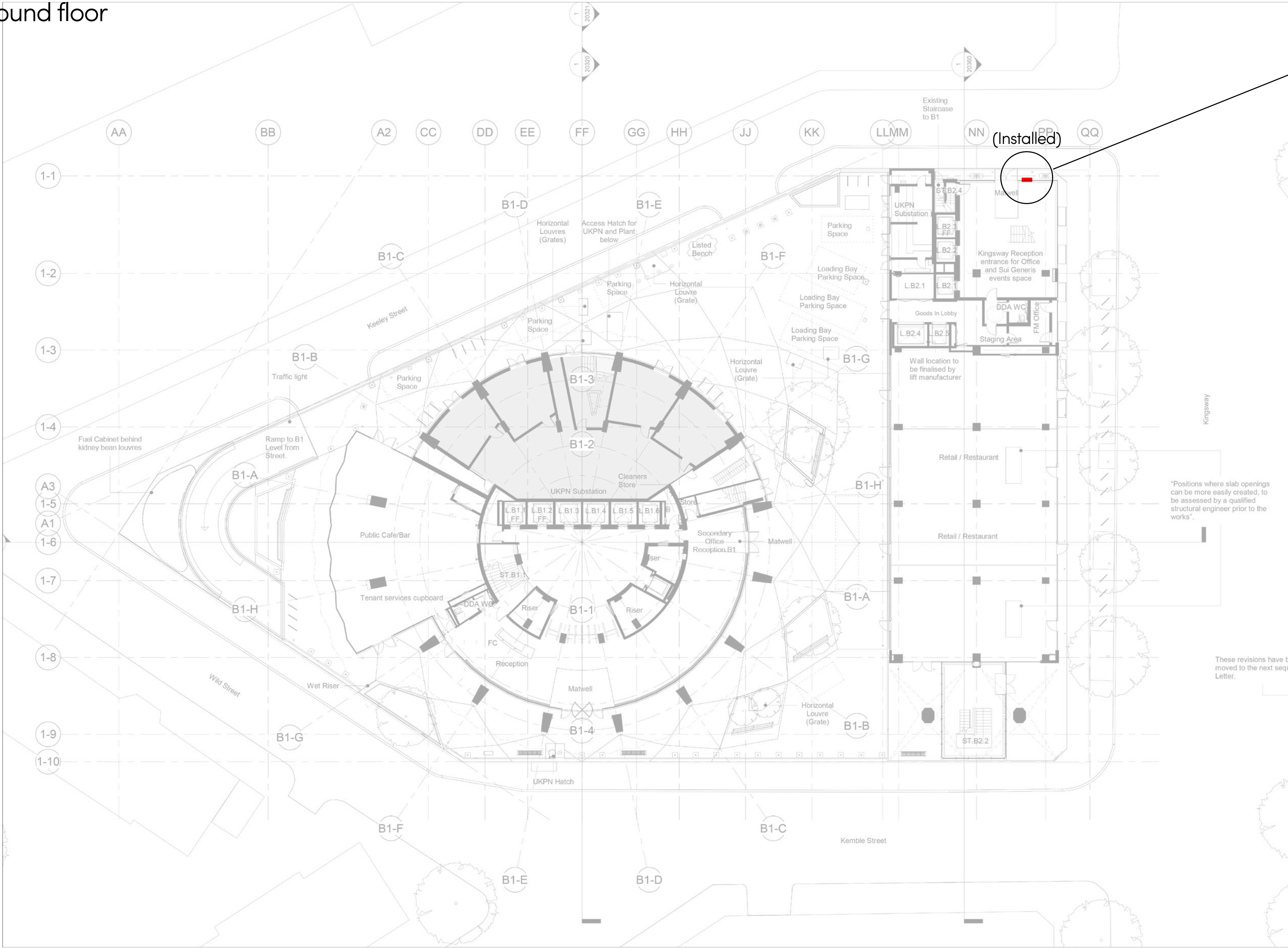
Right side



4. The Block Address Signage

Planning permission and listed building consent sought

The Block Address Signage - Ground floor

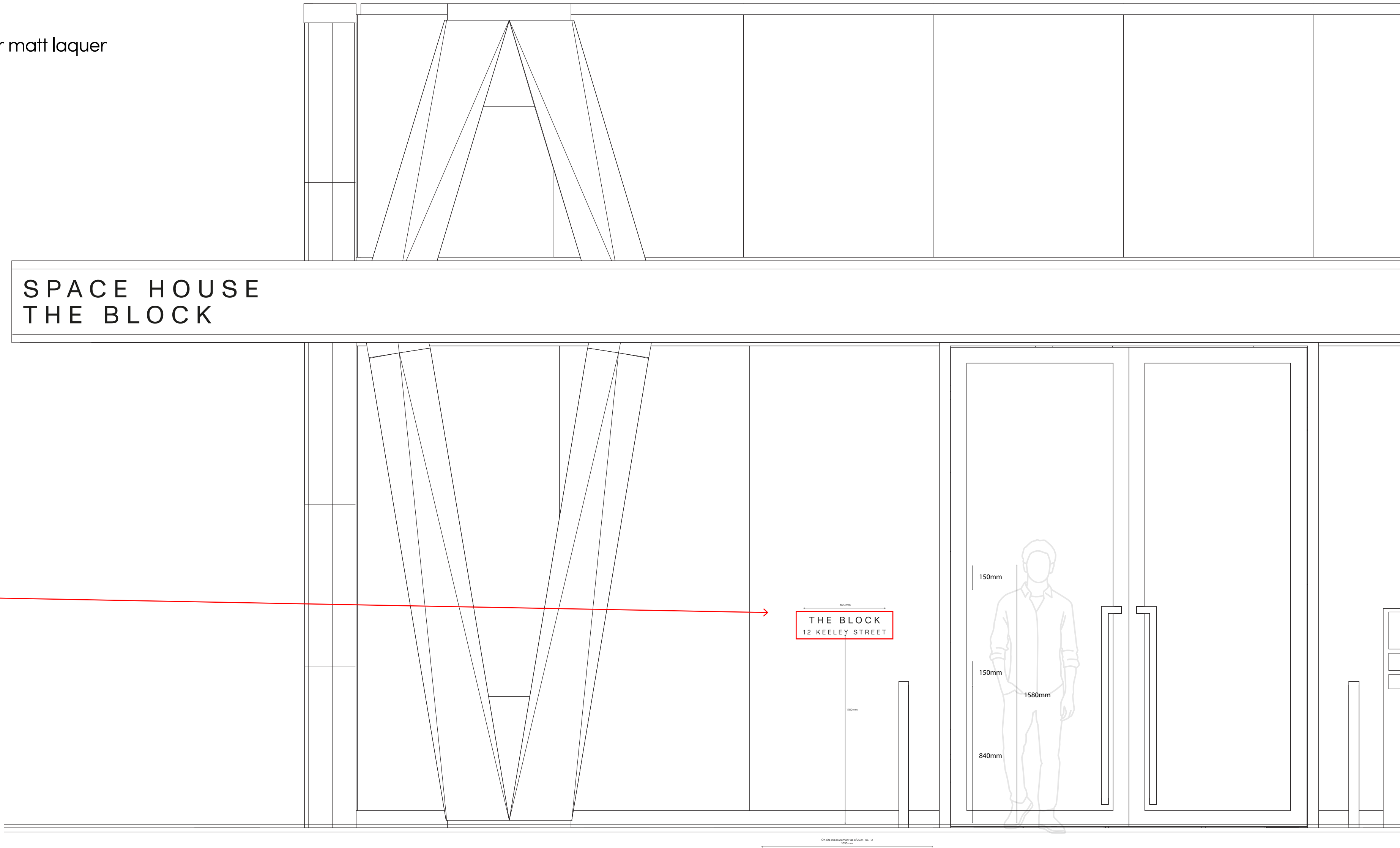


The Block Address Signage



The Block Address Signage - Design mockup

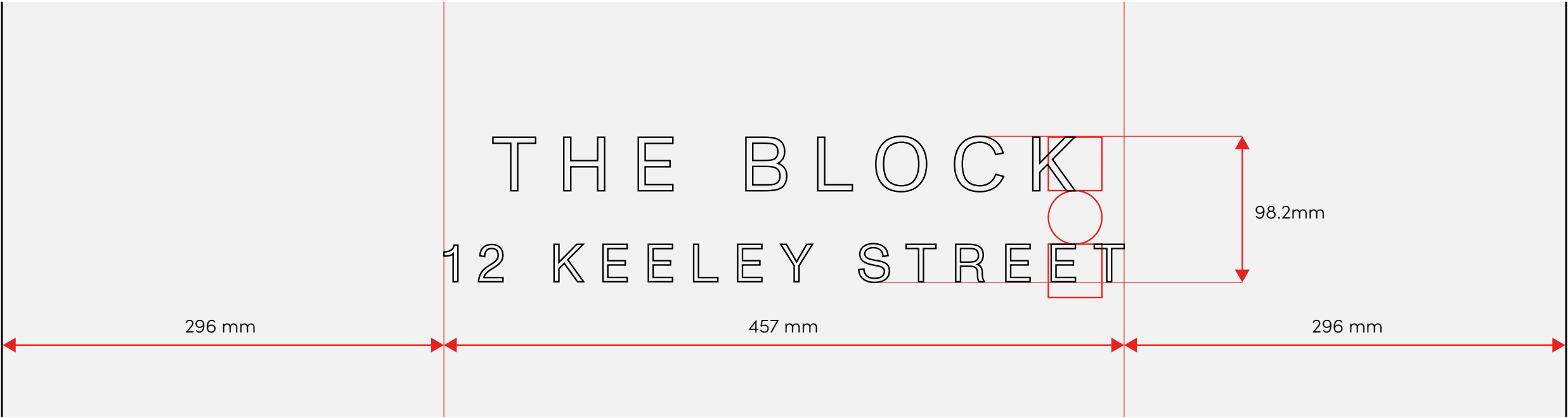
- Sign specs
- x1 address signage outside The Block reception
 - Laser cut 3mm brushed copper finished lettering with clear matt laquer
 - Mounted to glazing using concealed fixing method



The Block Address Signage - Design dimentions

- x1 address signage outside The Block reception
- Laser cut 3mm brushed copper finished lettering with clear matt laquer
- Mounted to glazing using concealed fixing method

Signage / window dimentions

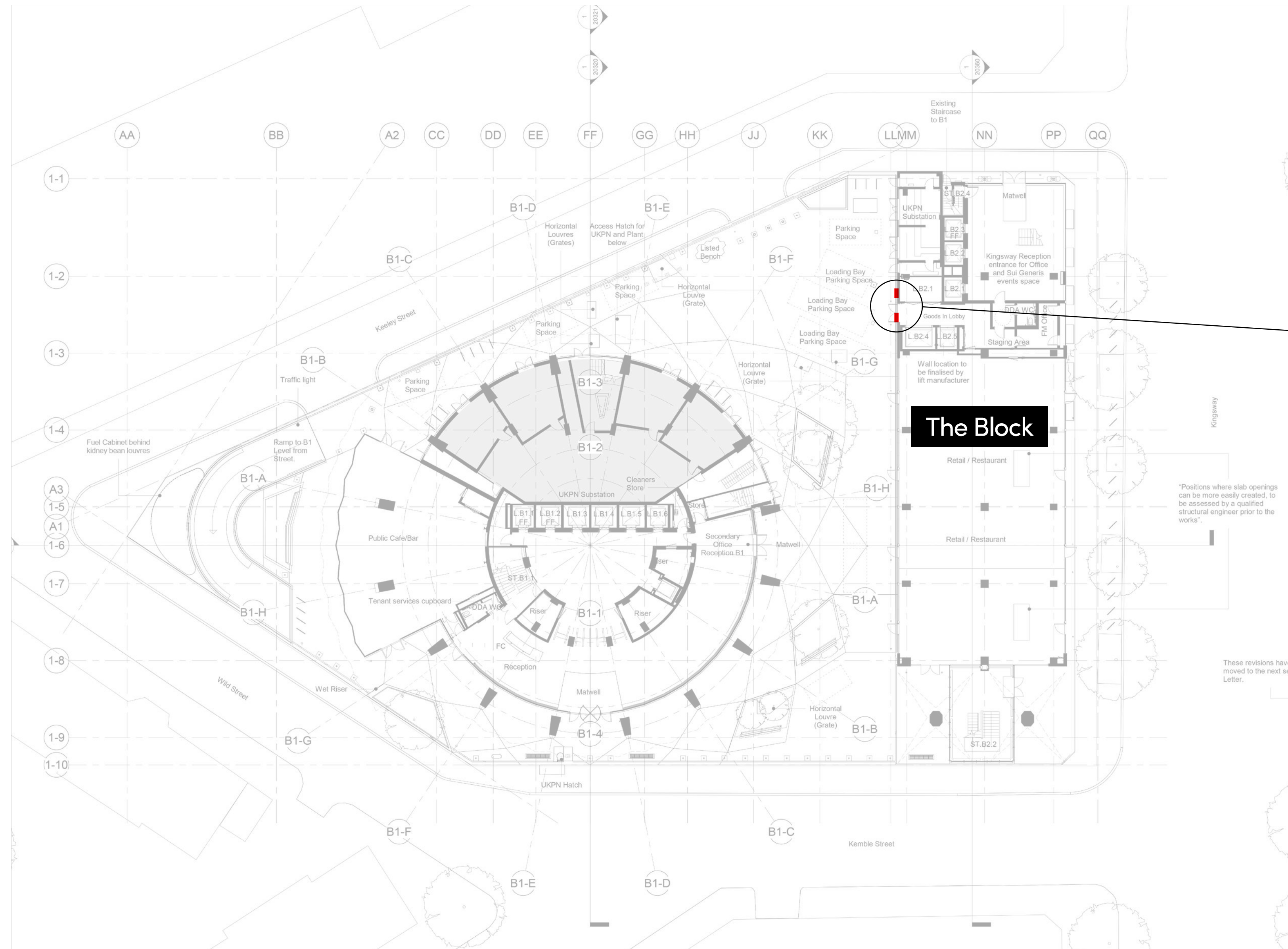


Outlined artwork

THE BLOCK
12 KEELEY STREET

5. Delivery sign

Delivery sign - Ground floor



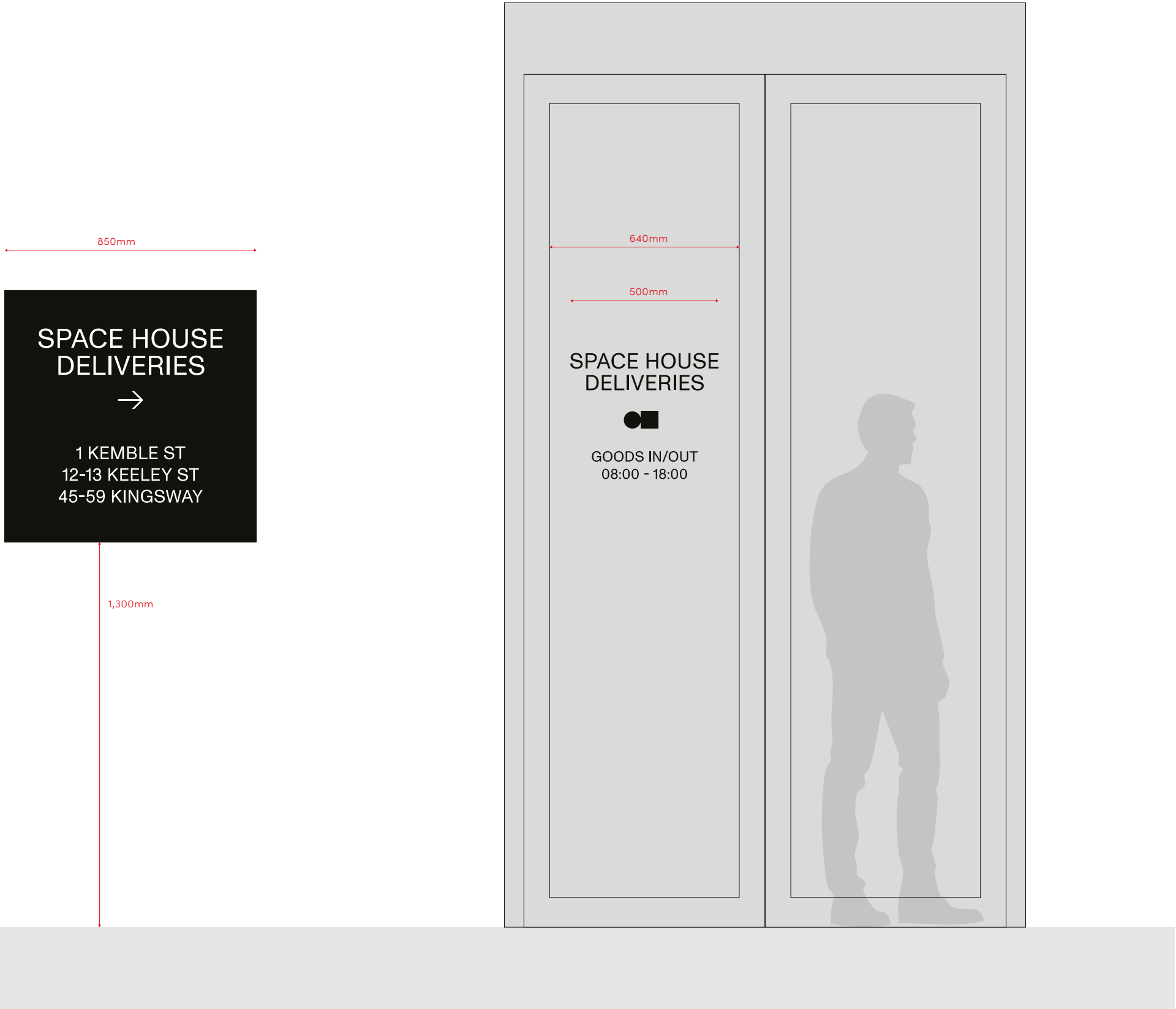
- **Sign 4**
The Block Delivery Signage



Delivery sign - Mockup

Sign/vinyl specs

- 850 x850 3mm aluminium panel
- Threaded rod fixings to the revere of the panel so there are no visible fixings
- Wet painted to black gloss finish with matt white vinyl lettering
- Including matt black vinyl lettering to the external doors.
- Fixed to the brick work using strong adhesive

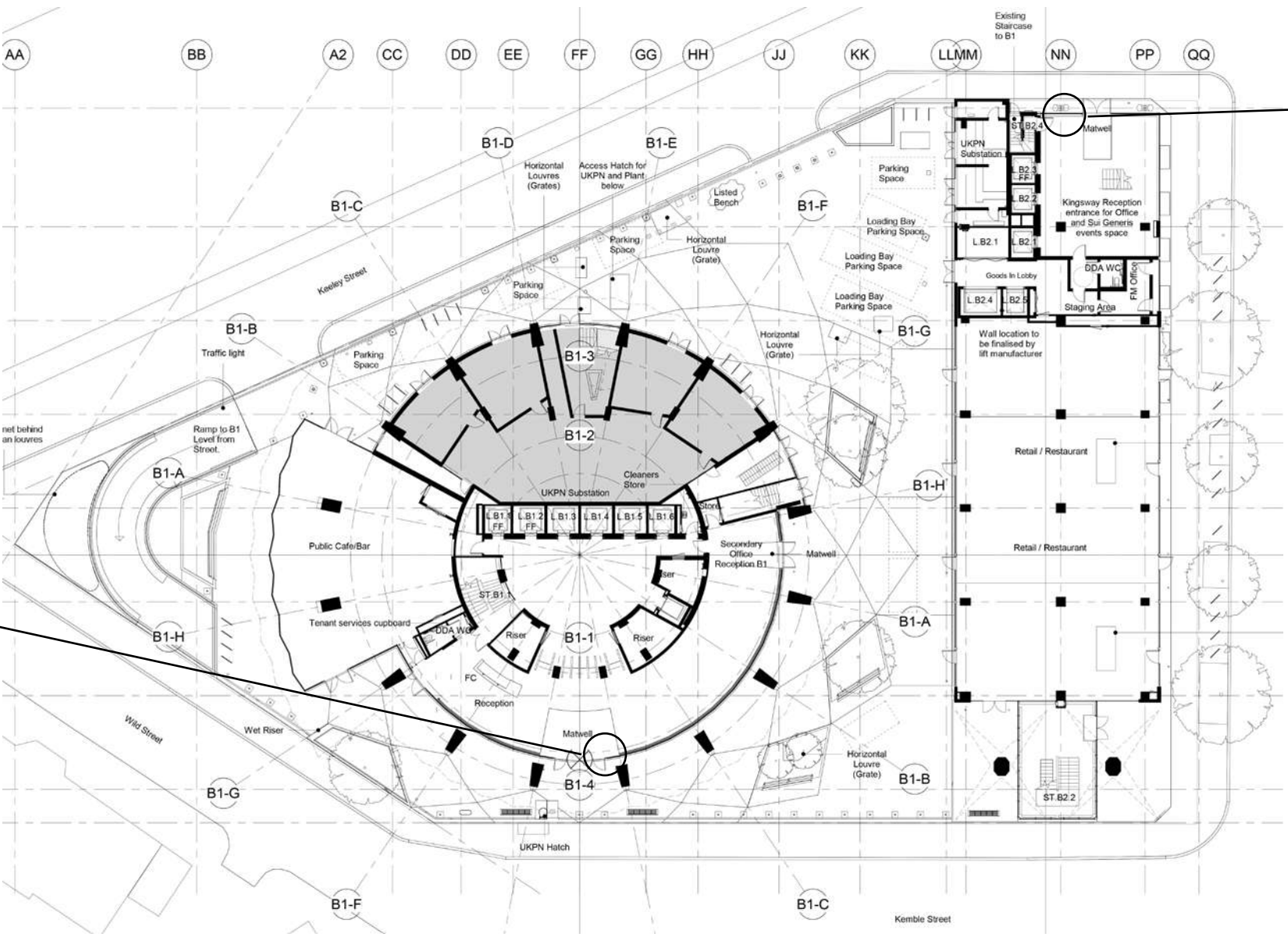


6. Extra Delivery Nudges

The Block Address Signage - Extra Delivery Sign Nudges



- Sign specs
- Laser cut 3mm brushed copper finished lettering with clear matt laquer
 - Mounted to glazing using concealed fixing method



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DELIVERIES

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DELIVERIES

Conclusion

Conclusion

In conclusion, the proposed signage and wayfinding strategy for Space House, 1 Kemble Street and 43–59 Kingsway, London WC2, has been carefully developed to enhance the visitor experience.

The proposed totems and address signage will provide clear direction and improve the ease with which visitors navigate between The Block and The Tower. Through detailed site analysis and collaboration with architects Squire and Partners and landscape designers Gustafson Porter + Bowman, we have ensured that the signage integrates harmoniously with the building's modernist aesthetic while fulfilling its functional role.

The proposed signage solutions are essential for guiding both first-time visitors and daily commuters, with the strategic placement of totems addressing key decision points in visitor journeys. The inclusion of freestanding and wall-mounted totems, along with their thoughtful design, reflects a balanced approach that enhances the building's functionality without compromising its architectural integrity.