

Our Project Ref: SHK

7th April 2024

Josh Lawlor (Planning Officer) and Rose Todd (Design and Conservation Officer)
London Borough of Camden Planning and Conservation
2nd Floor, 5 Pancras Square
c/o Town Hall, Judd Street
London
WC1H 9JE

Sent by Email

Dear Rose and Josh,

Introduction

This concise heritage note is to accompany Mammal's document titled 'Space House External Signage Planning' and has been prepared in support of a joint application for planning permission and listed building consent (in part retrospective) for new signage within the immediate setting and to Space House.

The following proposals have been presented to Camden at two pre-application meetings, one in January 2024 and one in March 2025, where officers have indicated that the proposals are acceptable in principle.

The application for planning and listed building consent also includes an application for retrospective planning and listed building consent as some items have already been installed, and these are noted in the paragraphs below.

The document sets out the need for three different types of signage required for wayfinding and differentiation between The Block (Keeley Street) and The Tower (Kemble Street), including external entrance signage, address signage and wayfinding totems.

Wayfinding Totems

Five wayfinding totems are proposed and these have already been installed and thus require retrospective consent. There are three free-standing totems between The Tower and The Block and two wall mounted totems to The Block, on Kingsway at either end. Footfall surveys were carried out to determine and support the proposed locations of the totems and this is set out in more detail in Mammal's accompanying document.

The wall mounted totems are formed of powder-coated aluminium and have a cut out circle representing The Tower and a cut out square for The Block, along with lettering and arrows to the surface. The totems include lighting which is self-contained within the totem itself and with no external wiring. The wall mounted totems are offset from the exterior wall by 20mm fixed back in a single location with mechanical fixings. The wall mounted totems can be easily removed and the small area of fixing made good, making them totally reversible.

The free-standing totems are formed of two sheets of galvanised steel, the finish powder coated in matt black. The inner edges are in rose gold. They have the same circle and square motifs and lettering. The totems are mounted and secured to the ground using a concrete foundation, and are designed to sit seamlessly alongside the paving of the public realm. The totems can be easily removed from the public realm, would have no impact on historic fabric and are totally reversible.

The simple and sleek design of the wall and freestanding totems reflect the modernist design of the listed building and complement the structural forms of The Tower and The Block.

Entrance and Address Signage

Address signage to both The Tower and The Block would be formed of built up brushed copper letters. On The Tower this would be fixed to the glazing above the entrance. On The Block it would be fixed to the projecting canopy above ground floor on Kingsway.

Signage is proposed to the rear of The Block to provide wayfinding for deliveries. This would be in the form of a black aluminium panel with white lettering, with thread rod fixings to the rear to ensure the fixings are not visible. Black vinyl lettering would be added to the actual delivery doors. Again all of the proposals are reversible and the small fixings for the sign could easily be made good in future, reversing the addition.

The following address signage has already been added and requires retrospective consent; brushed copper lettering to the glazing outside of The Block reception.

The address signage is simple and reflects the modernist design of the listed building without being overpowering or distracting from its sculptural architecture. The address lettering is easily reversible.

Conclusion

The proposed signage, and the signage already installed, is appropriate and of a high quality, reflecting the modernist character of the listed building. There would be no harm to the architectural and historic significance of the listed building or its setting and proposals would substantially preserve the special interest of the listed building and the character and appearance of the conservation area in accordance with Sections 16, 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act. The proposals would comply with the relevant policies of the NPPF, namely para 202 and 212, and all other relevant strategic policies of Camden's Local Plan, notably D2 Heritage, Camden's draft new Local Plan D5 Heritage, and the London Plan (2021) Policy HC1 insofar as they relate to the historic environment.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'J. Kelly', with a stylized flourish at the end.

Joanna Kelly IHBC

Associate Director

For and on behalf of Donald Insall Associates