

Building Signage

163, 183 & 203 Eversholt Street

Listed Building Consent - Design Statement

01.03.16

halebrown



163 entrance

183 entrance

203 entrance

Hale Brown Architects have been asked to look at options for new building signage to 163, 183 and 203 Eversholt St.

This design statement to accompany the Listed Building Consent Application drawings sets out the proposals for the new building signage.

The proposals set out in this statement have been submitted to Camden for pre-application advice and discussed with Nick Baxter, the Conservation Officer at Camden, on site, who had no major objections to the proposed works.

Application Number: **2015/6508/PRE**

Please refer to the accompanying document for details of the written response: "Conservation Officer Response to PreApp Advice - 30.11.15.pdf".

The existing building



- The building and attached railings are Grade II listed (list entry no. 1342048), and the building is situated just outside the Camden Town conservation area
- The building is sub-divided into 3no. units: 163, 183 and 203 Eversholt St, each with its own entrance, reception and stair/ lift core.
- The main building comprised of 3 storeys and a basement, with a Northward extension consisting of 4 storeys and a basement. The ground and first floors have double-heights spaces with mezzanine walkways
- The building is constructed of yellow stock brickwork with stone cornice and blocking course. The entrances are made up of rounded, architraved archways with stucco block dressings, keystones and fanlights.
- The property has circa 53 windows, with the façade broken up by slightly recessed bays and changes in cornice height.
- Windows are made up of timber sash windows with glazing bars which are recessed below gauged brick flat arches.
- The buildings have a main stone cornice, which runs the length of the building, is at 2nd floor level and cast-iron railings to the front of the building, with urn finials.
- A modern, full-width extension has been added to the rear elevation of all 3no. buildings
- All 3no. buildings are used as modern commercial office spaces and have have been heavily altered internally

Building Signage, 163, 183 & 203 Eversholt Street

Listed Building Consent - Design Statement - 01.03.16



- Formally known as the London and North Western Region Railway Clearing House, the main section of Eversholt House was constructed circa 1846-1848
- The building was designed by railway architect, Philip Hardwick, who also designed the original Euston Station, opened in 1837 as the first mainline terminus station in a capital city anywhere in the world. Hardwick also designed the iconic Euston Arch, which was demolished in the 1960s.
- The Northward additions to the building were carried out in 1850 and between 1874 – 1902, to the South corner of Barnby Street.
- Staff divided the takings from all the railways across Britain between all the different companies that provided and maintained them
- The property was renovated in the late 20th Century, with the interior being remodelled by JB Stansby, during the same period.

The existing entrances



No. 163 Eversholt St

Photograph demonstrates scale of building and illegibility of existing entrances



No. 183 Eversholt St

Each entrance is comprised of identical details - large black timber panelled doors with a fanlight above and stucco block dressings



No. 203 Eversholt St

This entrance differs slightly in that it does not feature a stone balcony above

Building Signage, 163, 183 & 203 Eversholt Street

Listed Building Consent - Design Statement - 01.03.16

The proposed signage



Visual of proposed signage

- New building signage displaying individual building number (163, 183 and 203) positioned above each entrance to increase legibility of entrances from Eversholt St
- White lettering on black sign with painted black metal hanging bracket. Materials and colour chosen to compliment existing black cast iron railings and white stucco / sash windows.
- Signage fixed to brickwork above entrances - existing stucco block dressings untouched

The proposed new building signage aims to do the following:

- Increase the legibility of each entrance from the approach along Eversholt St
- Sit respectfully on the front elevation with regards to the scale of the sign and its positioning
- Relate to the rich history of the building as a railway clearing house, in style and format
- Use materials and colours that tie-in with key features of the front elevation, whilst using simple and minimal detailing



Precedent - historic railway signage

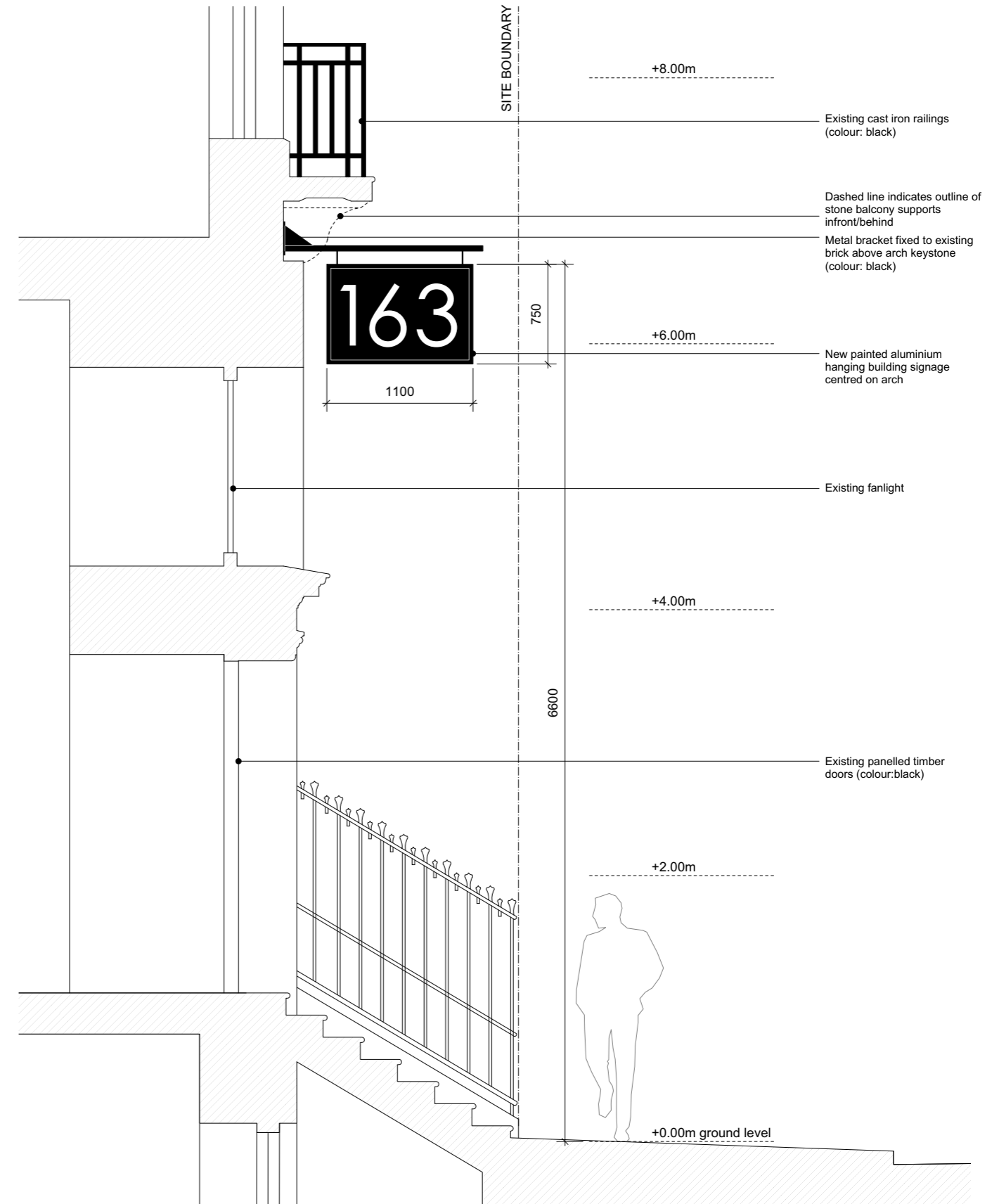
Building Signage, 163, 183 & 203 Eversholt Street

Listed Building Consent - Design Statement - 01.03.16

The proposed signage



- Existing cast iron railings (colour: black)
- Existing balcony (stone)
- New metal bracket fixed to existing brick above arch keystone (colour: black)
- New painted aluminium hanging building signage centred on arch
- Existing stucco block dressings around main entrance
- Existing yellow stock brickwork
- Existing Fanlight
- Existing panelled timber doors (colour:black)
- Existing cast iron railings (colour: black)



- Existing cast iron railings (colour: black)
- Dashed line indicates outline of stone balcony supports in front/behind
- Metal bracket fixed to existing brick above arch keystone (colour: black)
- New painted aluminium hanging building signage centred on arch
- Existing fanlight
- Existing panelled timber doors (colour:black)