

Design and Access Statement

German Gymnasium, 1 King's Boulevard, London, N1C 4BU

Proposal for German Gymnasium New Signage

Prepared by Conran + Partners

Introduction

This document has been prepared to accompany the advertising consent submitted by Conran + Partners for the addition of a new sign to the German Gymnasium building at 1 King's Boulevard, London, N1C 4BU.

Background

Allies and Morrison were the original architects for German Gymnasium with Conran + Partners responsible for the fit-out phase of the project.

The Brief

D&D London operate the restaurant and bar with the general access into the building being from the south elevation of the building. No signage was allowed for on the west elevation which has now led to difficulty with the public navigating from St. Pancras station. In order to allow for an easily navigable public realm this application is proposing to install a sign on the west elevation facing St. Pancras station. It is of particular interest to Conran + Partners to ensure consistency between this new signage and our previously approved and installed signage elsewhere on the building.

Amount

The proposal consists of one sign made up of individual brass letters spelling out "German Gymnasium".

Layout

The proposed sign will be installed central to the red brick band on the existing elevation which creates an architectural break between ground level and the upper levels of the building. Conran + Partners believe this provides a logical and appropriate location for the proposed sign. See drawing *2478(PL)086_Proposed New Signage West Elevation* for more information.

Appearance

The proposed signage will be formed from sheet brass. Conran + Partners believe this is an appropriate material as the warmth and tone of the metal is sympathetic and complimentary to the brickwork of the building. The brass letters will have a return at the edge to allow a slightly thicker appearance. The intention is to allow the sign to look substantial and robust in keeping with the architectural qualities of the existing building. See drawing *2478(PL)087_Proposed New Signage Details* for more information.

Access

The installation of new signage will have no impact on part M access to the building as the public enter from the south elevation. The doors under the sign are used for back-of-house functions and operations can be managed to mitigate access issues during installation.

Conclusions

- The scheme has been carefully developed after considering all site specific design criteria.
- The proposed sign will provide an improved navigation experience for the public without any significant impact on the character of the building as a whole.
- The proposed sign will be constructed from materials sympathetic and appropriate to the architectural language of the existing building.
- The signage is high quality, well detailed and consistent, in terms of design, with the signage previously approved and installed.