

Heritage Statement

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

Proposal for German Gymnasium New Signage

Prepared by Conran + Partners

Assessment of significance

Introduction

This document has been prepared to accompany the listed building 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. This is located within the King's Cross St Pancras conservation area.

Background Information

The German Gymnasium was constructed in 1864-65 for the German Gymnastics Society, a sporting association established in London in 1861 by Ernst Ravenstein. The German Gymnasium was designed by Edward A Gruning and built by Piper and Wheeler.

The National Olympian Association used the Gymnasium as one of the venues for its first ever Games here in 1866, shortly after the German Gymnasium was opened.

The building was Grade II listed by English Heritage in January 1976.

During refurbishment works Allies and Morrison were the original architects for German Gymnasium with Conran + Partners responsible for the fit-out phase of the project converting the building to a restaurant for D&D London.

The Proposal

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.

Heritage impact assessment

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

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.

The proposed signage will be formed from sheet brass. Conran + Partners believe this sign is in keeping with the materials already used on the building and has been designed to enhance the existing features of the heritage building. The metal is an appropriate material as the warmth and tone of the material 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.

Justification

The scheme has been carefully developed after considering all site specific design criteria to limit any potential impact on the heritage building, German Gymnasium. 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.