**PROPOSAL:** To install a Seven Dials Trust Time Plaque

**ADDRESS:** Cambridge Theatre, Earlham Street, London WC2H 9HU

**DESIGN AND ACCESS STATEMENT**

**Background**

List Entry Number: 1342096

Grade: II

NGR: TQ3010481068

**The Cambridge Theatre** occupies a corner site, facing the Seven Dials roundabout and monument, with returns to Mercer Street and Shelton Street. Built in 1929-30. By Wimperis, Simpson and Guthrie; interior partly by Serge Chermayeff, friezes by Anthony Gibbons Grinling. Portland stone to front, brick to rear.

EXTERIOR: Five storeys. Entrance on chamfered corner with three main round-arched doorways under a projecting plain canopy; further openings, round-arched to Earlham Street and flat arched to Mercer Street. Upper floors on corner have plain metal framed windows to each face, the fourth floor forming a balcony of distyle-in-antis piers with a similar window to the rear and rising above the cornice. Returns have similar windows but at first floor alternate windows have cornices; Mercer Street with pilaster architraved round-arched window and lugged stone balcony. Brick portion has mostly small metal-framed windows and a large entrance for scenery.

**The Seven Dials Trust Time Plaque**

The Seven Dials Time Plaques convert the apparent solar time on the dial faces of the Seven Dials Sundial Pillar into Greenwich Meantime. They were designed by astronomer Gordon Taylor (formerly of the Royal Observatory) with a view to helping young people to learn about time-keeping before and after the imposition of a universal time in the UK. Made of high quality sand-cast raised and polished brass, the plaque measures 57 x 37 cms. The plaque will be fixed with four to six screws rear mounted screws. Apart from the fixing of the plaque to the building there are no other external or internal works proposed. Three time plaques on buildings fronting the Seven Dials have been in place for circa twenty years.

**Location**

It is proposed to install the plaque on either the Earlham Street or Mercer Street elevations of the building, in sight of the Seven Dials Sundial Pillar. It could be fixed either centrally on the pier between the arched doorways on the Earlham Street elevation, or centrally below the Council’s Mercer Street street-sign on the Mercer Street elevation and aligned with the horizontally-proportioned windows to either side (see photos attached). Either option would provide a seemly and sensitive setting, physically and visually separate from the existing commercial theatre-signing.

**Access**

The plaque will be located facing the footway, at shoulder height. Legibility at this height from ground level has been tested and proved effective.