

**Report No. 203a-A-REP-D&A\_01**

SIGNAGE APPLICATION STATEMENT

# Hatton Square

Signage Application

**May 2017**

This document has been produced by Karakusevic Carson Architects. If you have any questions or require further information, please contact:

Karakusevic Carson Architects

Unit E03,  
The Biscuit Factory,  
100 Clements Road,  
London  
SE16 4DG

Tel.: +44 (0) 20 7566 6300  
Fax: +44 (0) 20 7253 7381

[www.karakusevic-carson.com](http://www.karakusevic-carson.com)

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203a-A-REP-D&A\_01- Hatton Square - Planning Application for Advertising and Signage

First Issue	Date	Description	Prepared	Reviewed
00	03/03/2017	Draft	ML/TB	KS
01	20/03/2017	Comment	ML	TB/KS
02	06/04/2017	Planning Draft	TB	KS
02	12/04/2017	Planning	TB	KS
03	09/05/2017	Minor Update	TB	KS

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# 1. Introduction

## Role of the Document

A Planning application was made for the site at 16-16a Baldwin's Gardens by FSP Architects on behalf of Workspace Group PLC and consent was granted on 25.06.2010. The permission was renewed in June 2013, and subsequently amended to allow for changes to the approved design. The site is currently under construction.

Workspace now wish to submit this application to erect signage to show the building name for the purpose of wayfinding and orientation.

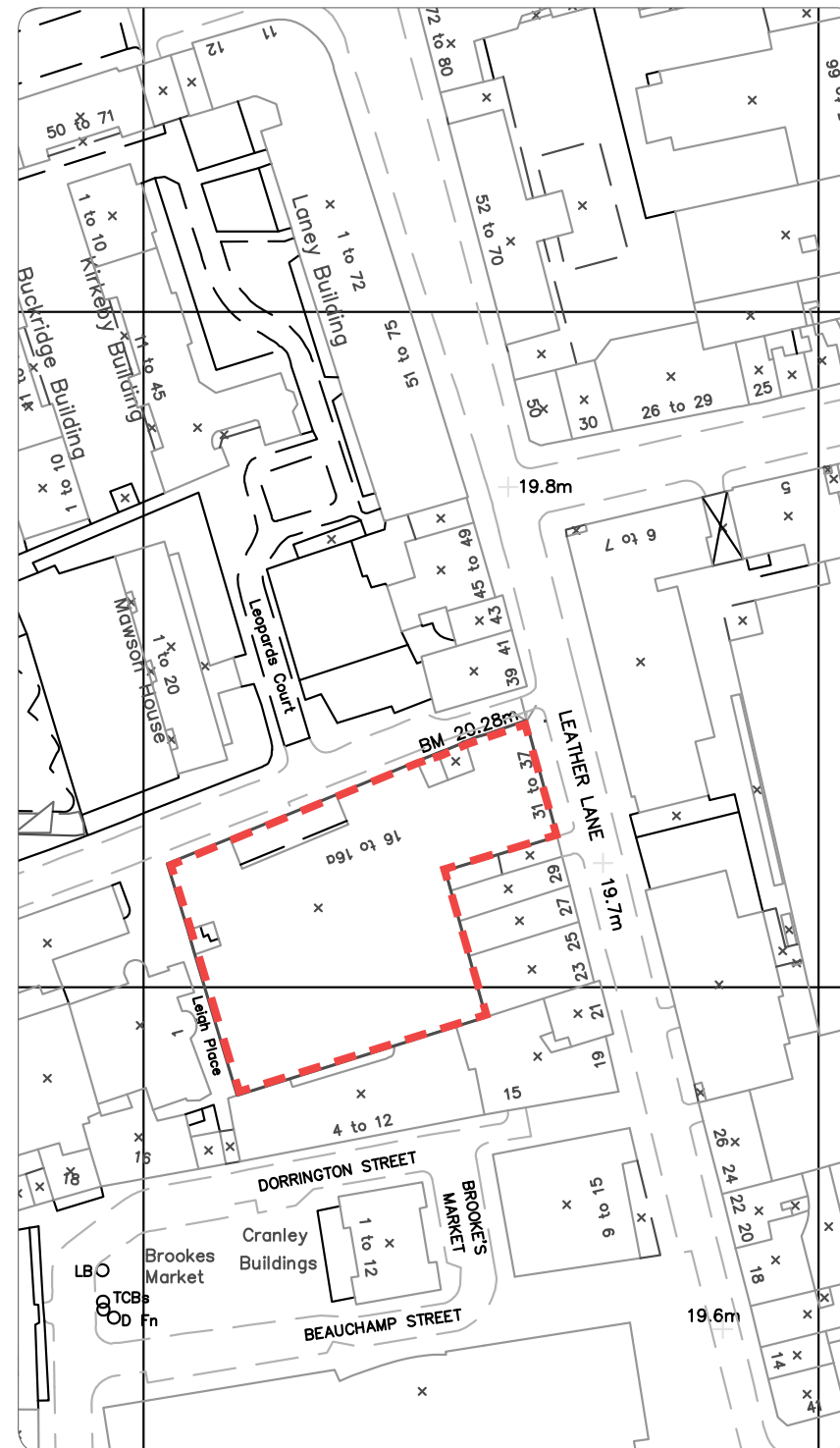
## Design

The Proposal comprises of signage at three locations:

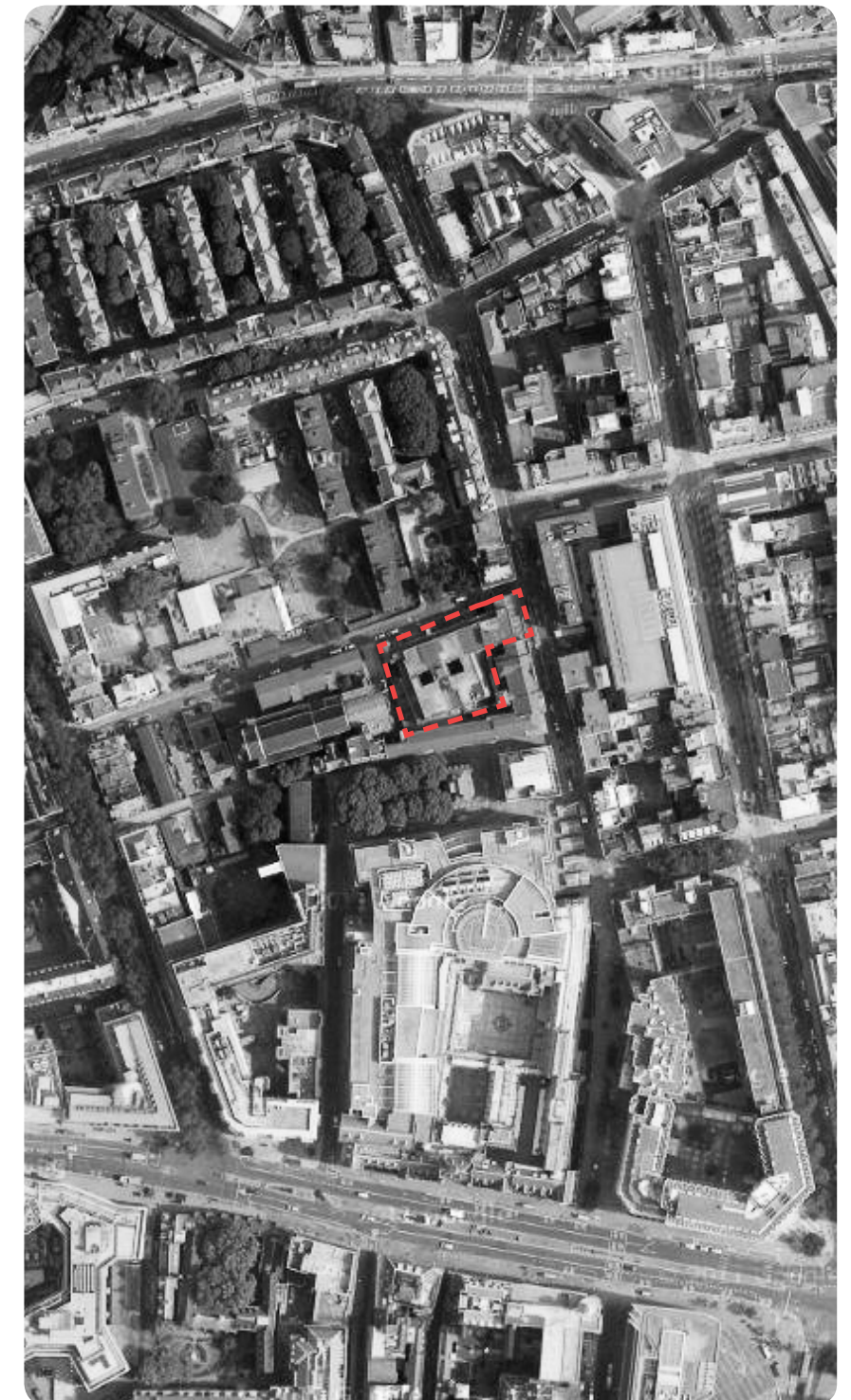
1. A projecting sign with two illuminated faces, located and facing onto Leather Lane at high level, displaying the building name. ***This has already been installed.***
2. 13no. Small projecting letter signs each with two illuminated faces, located on and facing onto Baldwin's Gardens at first floor level, displaying the building name. ***These have already been installed.***
3. A banner type sign located at high level at the corner of Leigh Place and Baldwin's Gardens, facing onto Leigh Place. This sign will display the building name and Workspace's company information.

## Access

Access will not be affected by the advertising proposals. Pedestrian routes will remain fully accessible as per the existing condition.



Site Plan | 1:1250



Site Aerial View | Not to scale



## 2. Site

### Location

The site is located at no. 16-16a Baldwin's Gardens, and the building is bounded by Leather Lane to the East, Leigh Place to the West and Langdale House to the south.

### Context

The site is located within the Hatton Garden Conservation area and is adjacent to the busy Leather Lane street market.

### Planning History

The site is currently undergoing an extensive refurbishment and extension to the existing building, to create high quality commercial space. The majority of new space consists of B1 and B1c(jewellery) use, with a small portion of A3 restaurant use. The project is currently due for completion in June 2017.

### Building Name

The building name for 16-16a Baldwin's Gardens is to be 'The Record Hall', and such the proposed signage will display this name. The building's name relates back to the sites previous use as a depository and later a computer centre for the nearby Prudential building on Holborn.



Leather Lane 1936 | Looking north towards Baldwin's Gardens from Greville Street



Prudential Assurance Building | View from Holborn



Baldwin's Gardens 1942 | 16-16a located to left of shot



### 3. Context

Leather Lane hosts a busy daily market, giving life and character to the street and surrounding area. The commercial uses in the buildings along Leather Lane are reflected in the presence of a large number projecting signs at multiple heights, further contributing to the activity and character of the street, though these are of varying quality and standard of maintenance.

The proposed signage for 16-16a Baldwins Gardens has been considered in response to this environment, reflecting the character of the area to highlighting the presence and name of the building when approaching amongst the visual intensity of the street.

The proposal for the external signage to 16-16a Baldwin's Gardens is for a robust construction using quality materials, a high level of workmanship, and a design that is in keeping with the character of the local area.

The manufacturer of the lit signage is Newman Displays. Newman's are the country's leading sign and display specialists for theatre and cinema and they have manufactured signs for some of London's most prestigious theatre productions.



Site Photograph | Leather Lane looking north towards Baldwin's Gardens



Site Photograph | Leather Lane looking north from Baldwin's Gardens



Site Photograph | Leather Lane looking south towards Baldwin's Gardens





Site Photograph | Leather Lane looking south from Baldwin's Gardens



Site Photograph | Leather Lane looking north from St Cross Street



Site Photograph | Leather Lane looking north from Dorrington Street



## 4. References and Precedents

The history of the Hatton Garden conservation area and other strong graphic precedents around London were considered when formulating a design for the building signage.

Historic signage from the area was often characterised by simple monochrome typography on a plain background. Projecting angled signage suits the oblique view when approaching down a narrow or busy street, such as is the case on Baldwin Gardens and Leather Lane.



Historic Site Photograph | Hatton Garden signage



The Air France signage on Piccadilly was an example of a 20th century interpretation of this traditional projecting signage typology. It used illumination but retained the use of monochrome materials and simple typography to give a clear and legible identity to the building, sympathetic with the character of the building to which it belonged.

This example also demonstrated how the use of projecting signs which are read obliquely in the direction of the street allows the area of signage itself to be limited but still effective. The signage constitutes only 5 letters that extend across the public face of the building, but letting the fabric of the building remain the prioritised material presence. A flat banner sign installed against the facade to the same extent would take precedence over the building fabric itself, rather than being understood as subservient applied elements.

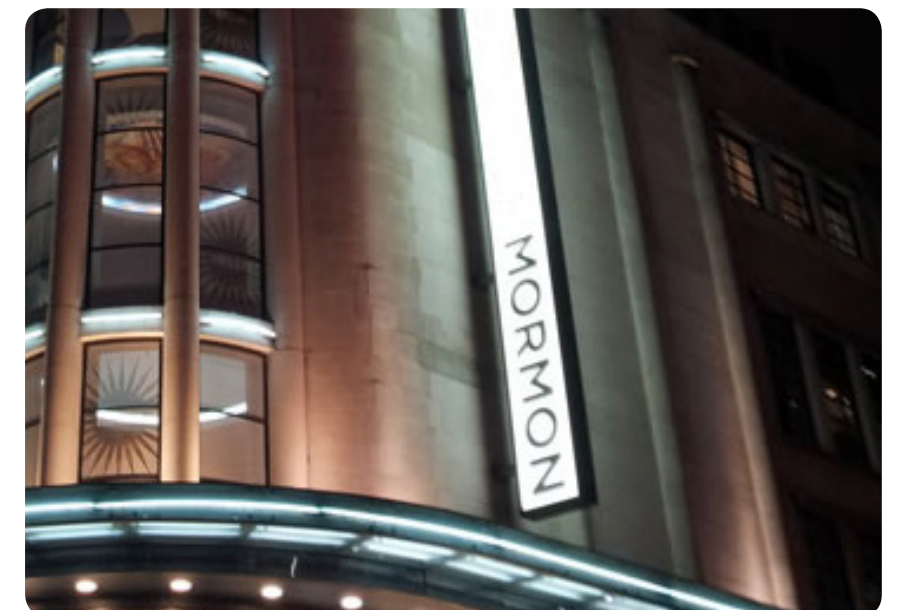
Vertically orientated signage, such as the theatrical example shown, also allows verbal information to be applied to a building in a more subtle and limited format than a horizontal banner across the facade would achieve, while the projecting design also enables the signage to be read on an oblique view



Precedent Photograph | Air France Picadilly Signage



Precedent Photograph | Air France Picadilly close up



Precedent Photograph | Prince of Wales Theatre signage



## 5. Design



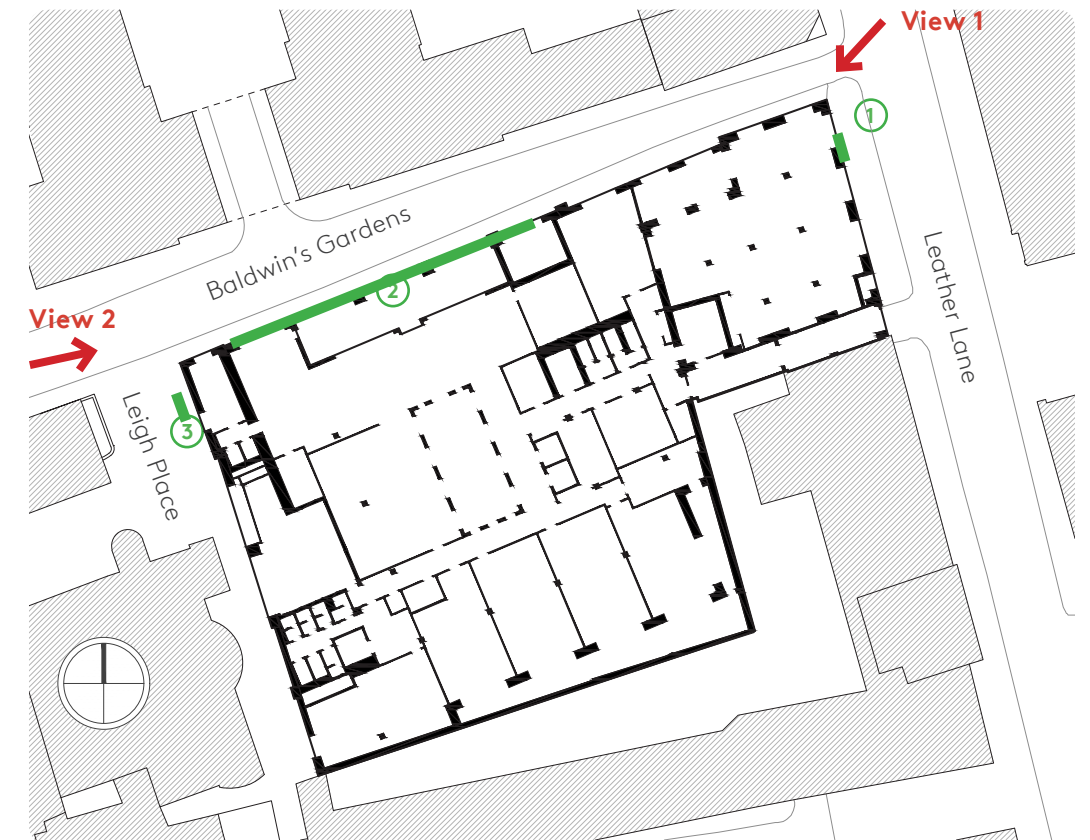
3D View 1 | From Leather Lane looking West

The proposed signage uses a simple and refined graphic, consistent across each element, and in reference to the historic signage discussed on the preceding pages.

The vertical signs highlight the presence of the building at each end, while the horizontal letters along the new Baldwin Gardens elevation mark the location and extent of the entrance, to provide legibility and orientation for visitors approaching from either direction. The projecting elements complement the facade, which was designed to be viewed obliquely down the narrow street, and allow the high quality brickwork to remain the foremost elevational material visible behind the signage.

Simple black lettering on a white illuminated background framed by black metal encasements are proposed on Leather Lane and Baldwin gardens, while a more simple black metal signboard with white lettering is proposed on the Leigh Place corner.

In line with the requirements of the POL 7 BREEAM credit (reduction of night time pollution) targeted by the building as part of its 'Excellent' rating, illumination can be set to a timer to switch off or to a recommended low level between the hours of 2300 and 0700hrs.



External Signage Location Key Plan | NTS



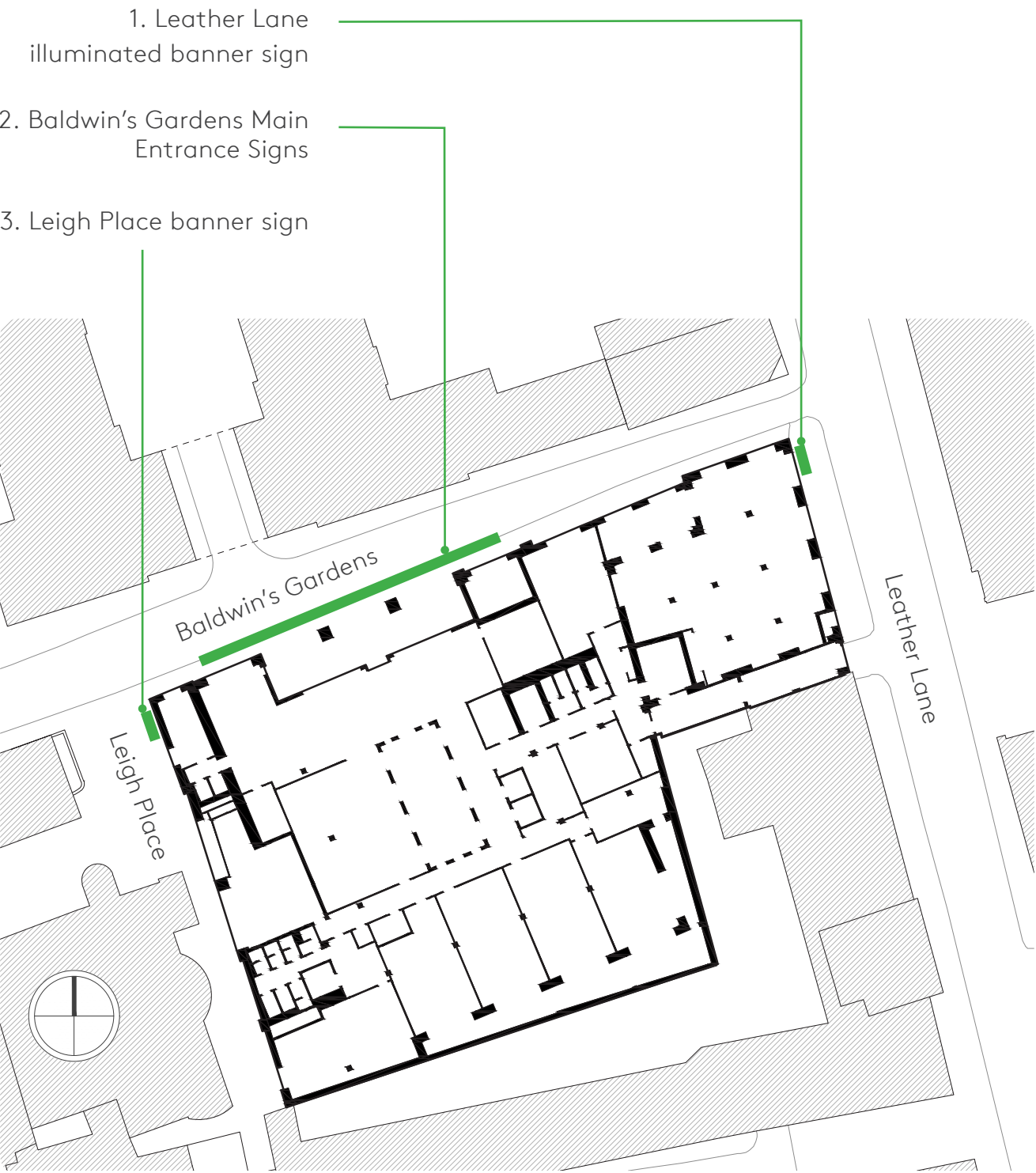


3D View 2 | From Baldwin's Gardens looking East



# 6. Elevations

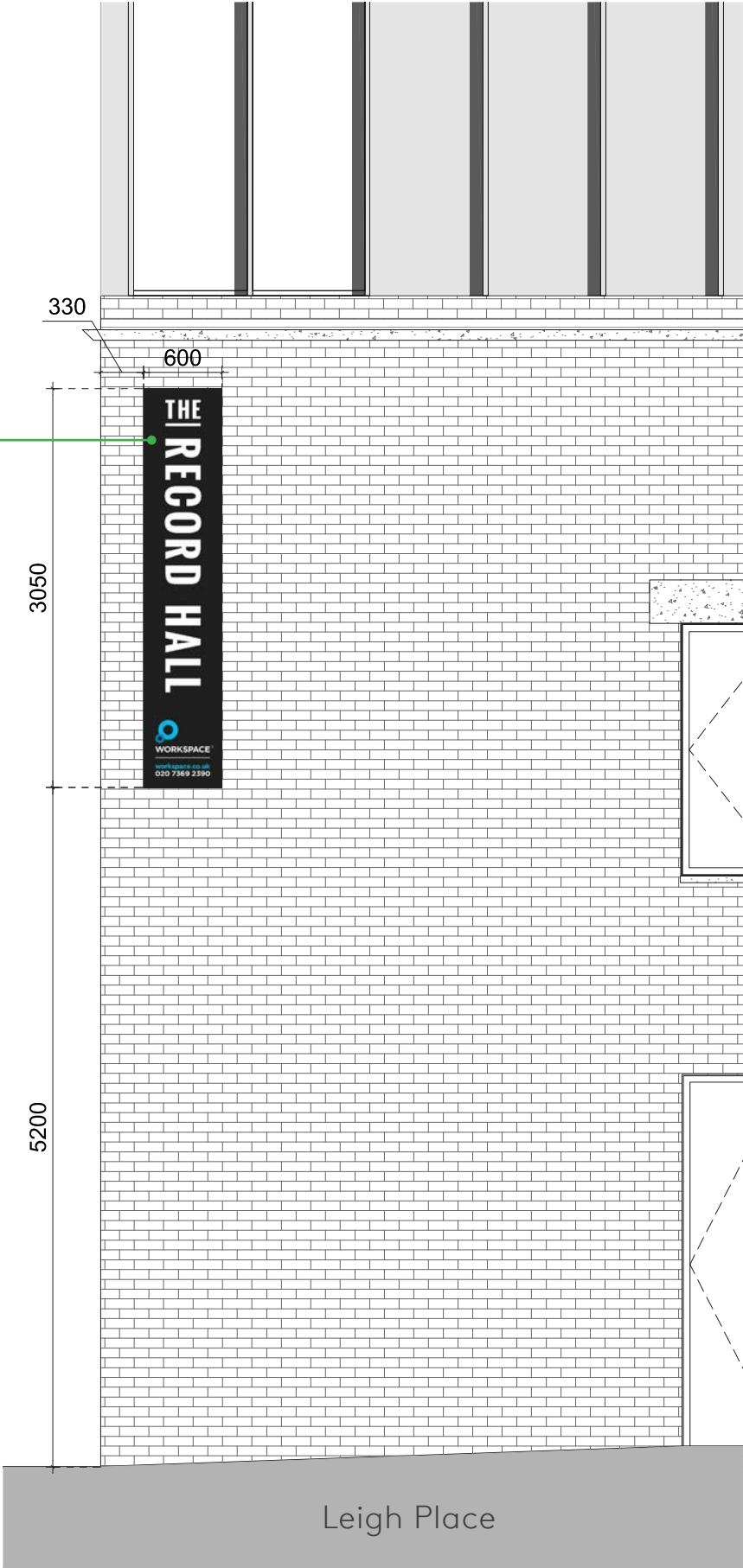
## Signage Location Plan



External Signage Location Plan | 1:500 @ A3

## Leigh Place Sign

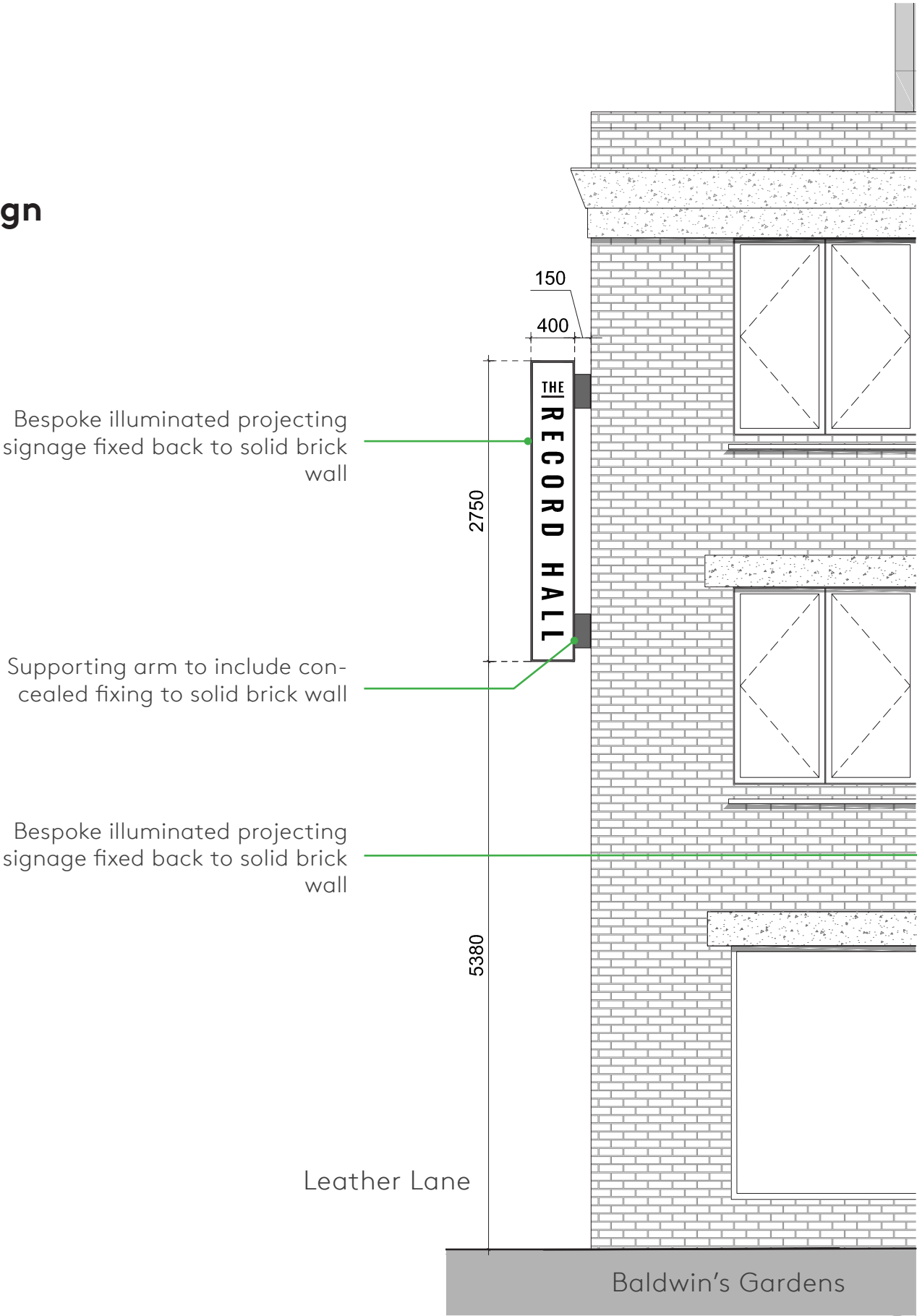
Single sheet folded metal tray with printed design.  
Colour - Black



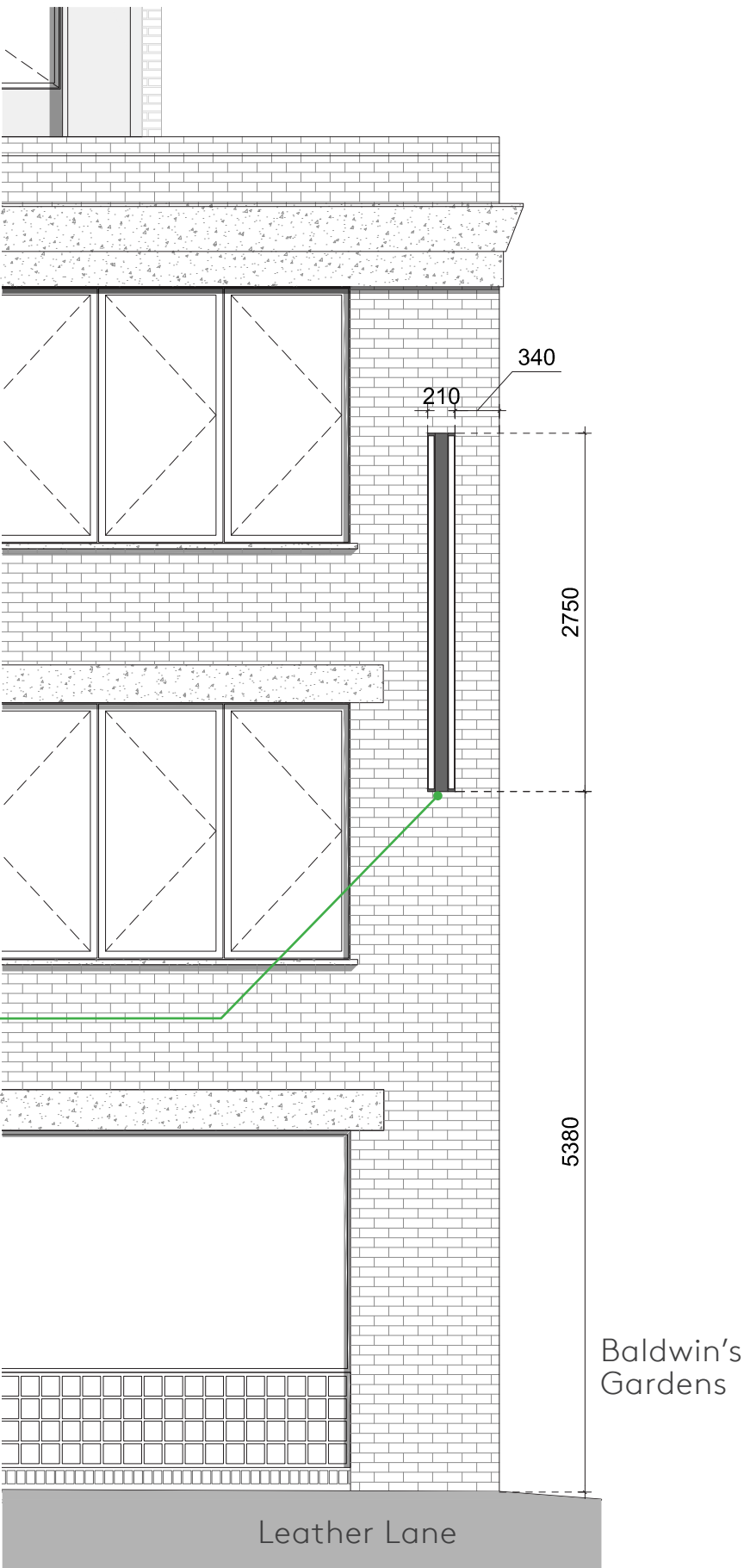
Leigh Place Sign Elevation 01 (front) | 1:50 @ A3



Leather Lane Sign

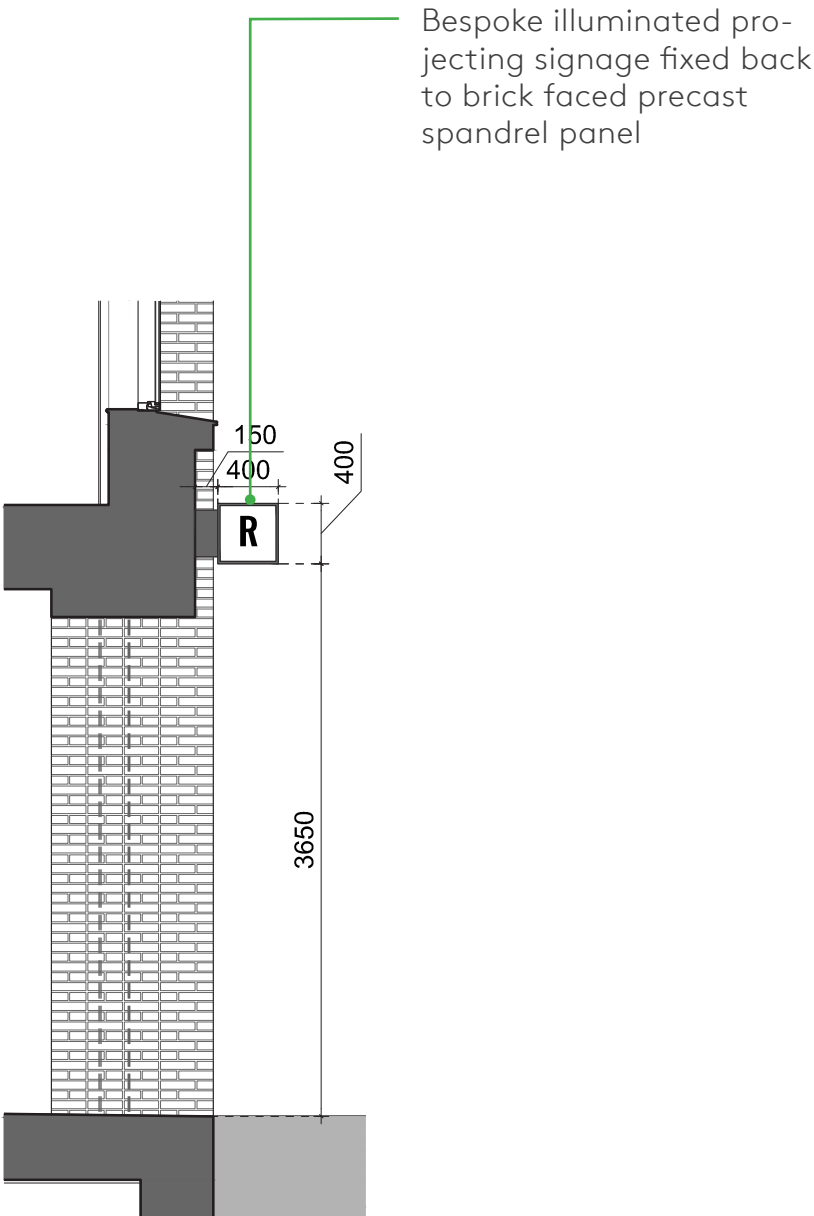


Leather Lane Sign Elevation 01 (side) | 1:50 @ A3

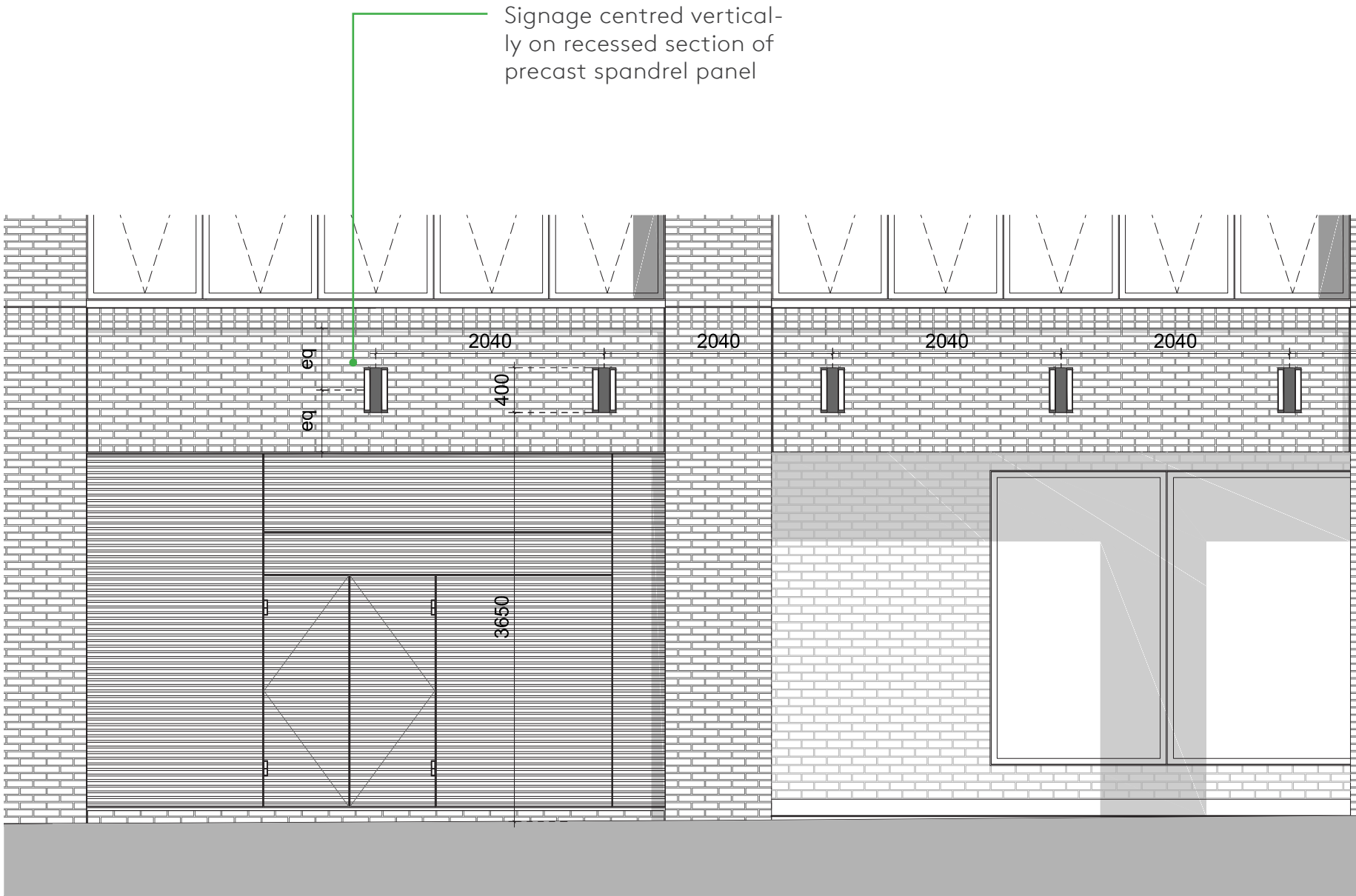


Leather Lane Sign Elevation 02 (front) | 1:50 @ A3

Baldwin’s Gardens Signs



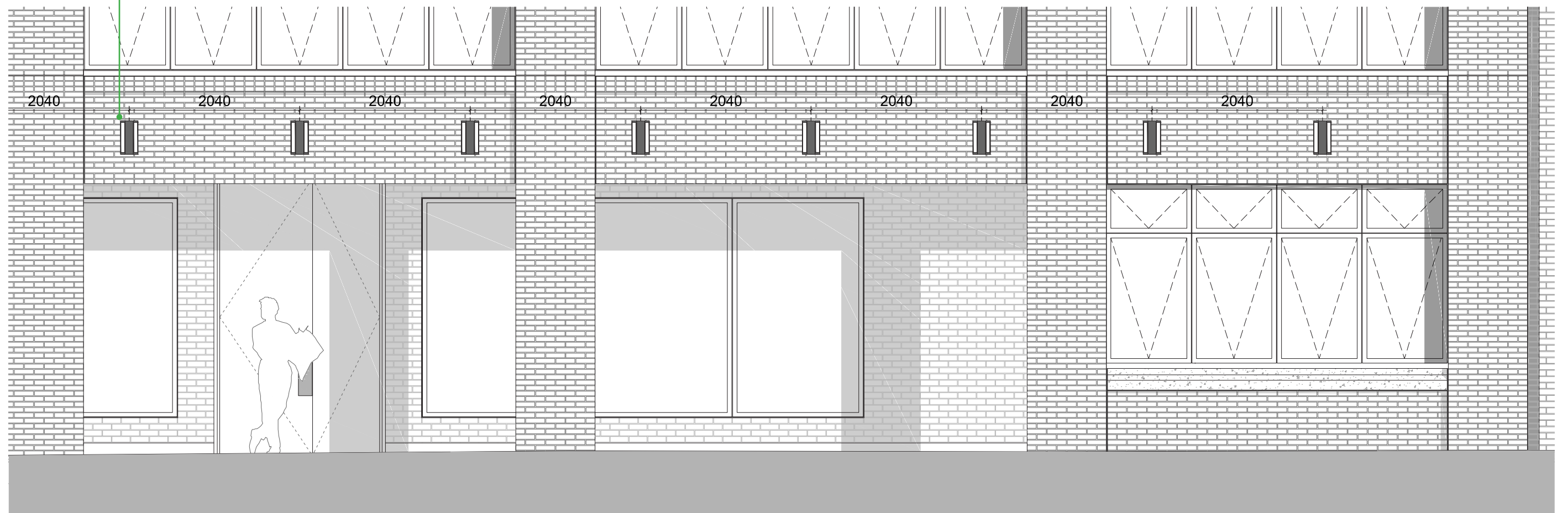
Baldwin’s Gardens Sign Section 01 (side) | 1:50 @ A3



Baldwin’s Gardens Sign Elevation 01 (front) | 1:50 @ A3



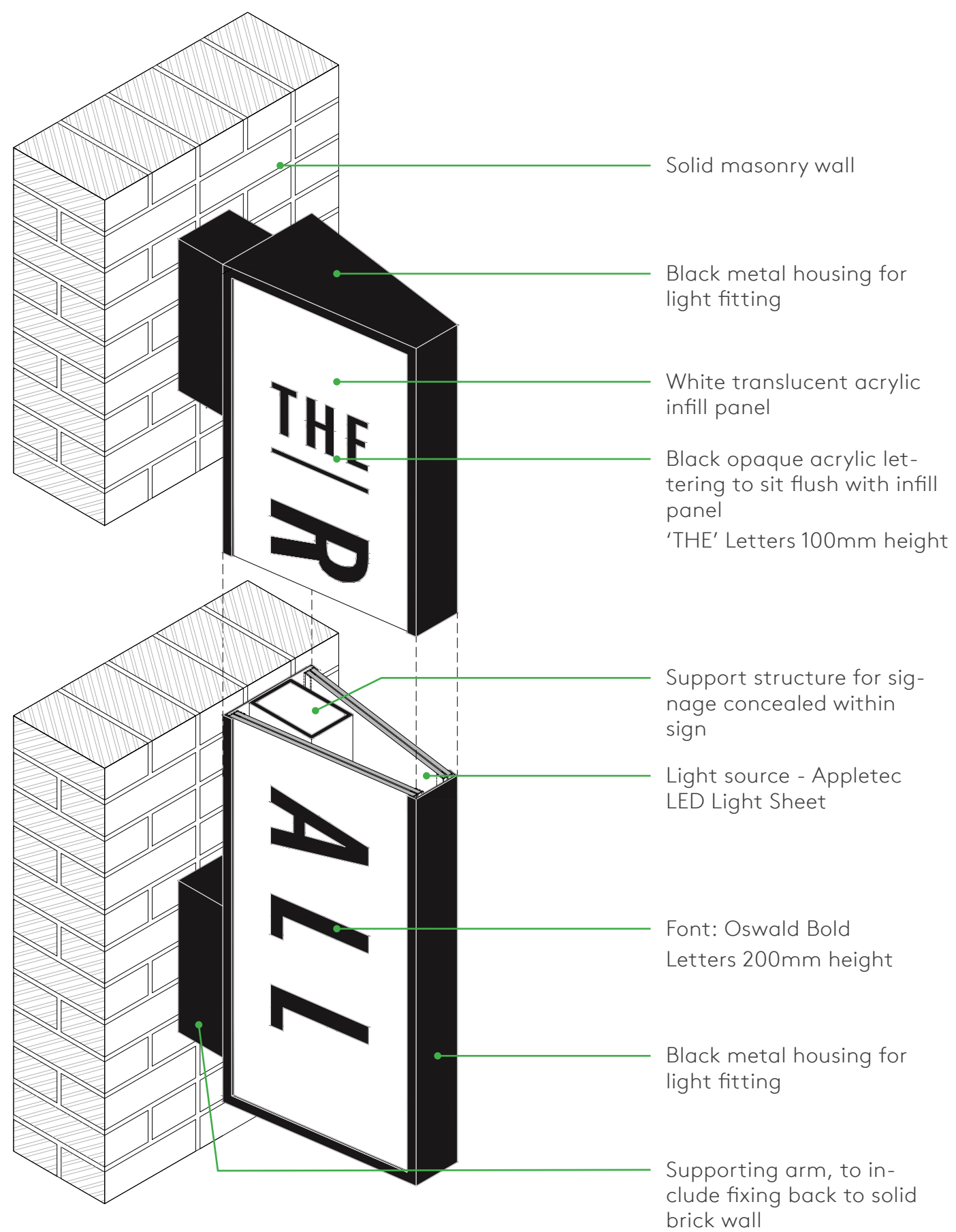
Bespoke illuminated projecting signage fixed back to brick faced precast spandrel panel



# 7. Technical Details

## Leather Lane Sign

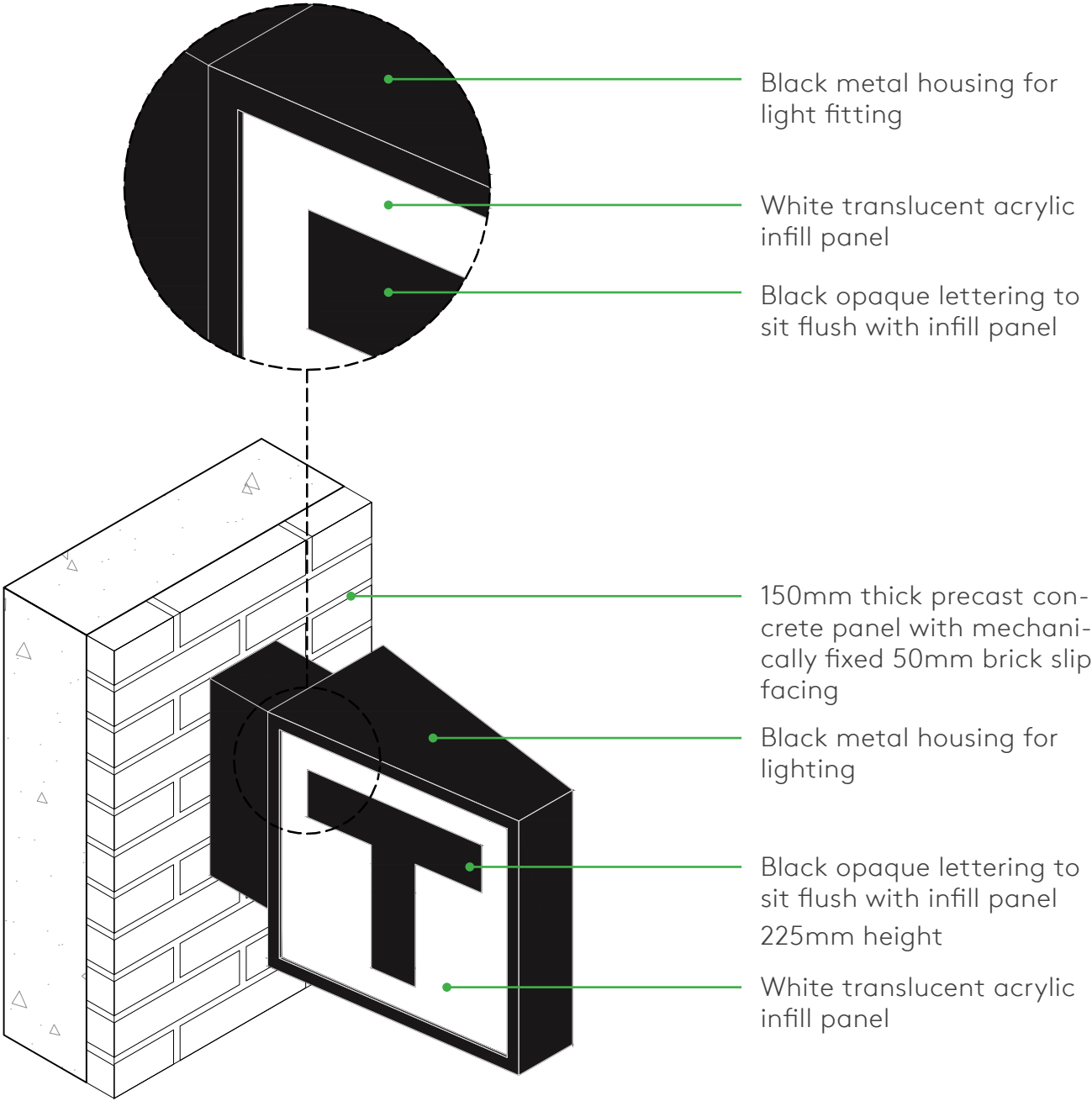
The drawings in this section show the technical design and construction of each of the three signage types.



Leather Lane Sign Axonometric Detail | 1:10 @ A3

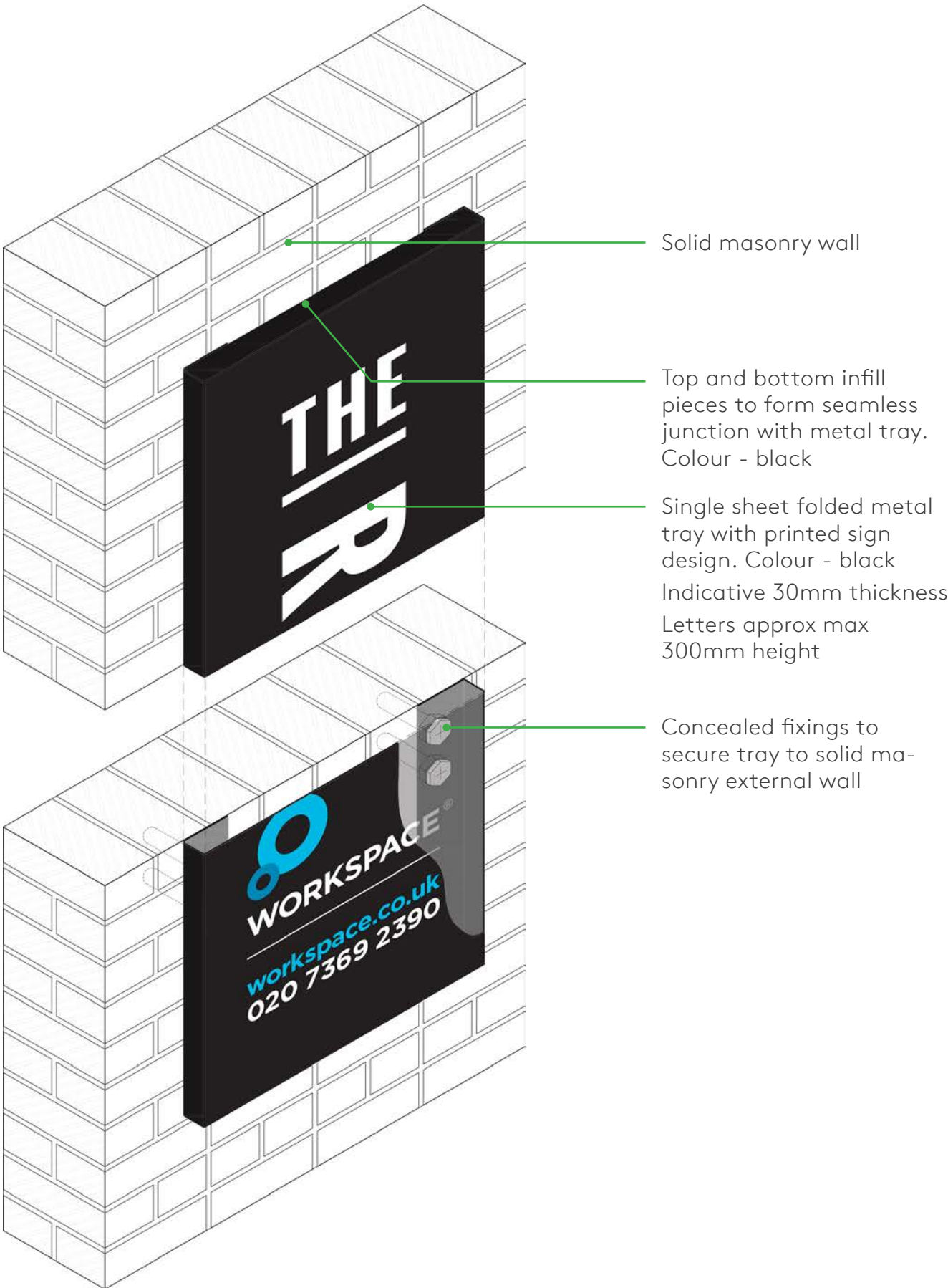


Baldwin's Gardens Signs



Baldwin's Gardens Sign Axonometric Detail | 1:10 @ A3

Leigh Place Sign



Leigh Place Sign Axonometric Detail | 1:10 @ A3





## 8. Current Conditions

The lit main entrance signage to Baldwin's gardens, and the vertical sign on Leather Lane have already been installed (see photos herein and overleaf) and retrospective approval is being sought through this application. The signage on Baldwin Gardnes was installed in January 2017. The signage on Leather Lane was installed in May 2017.

The Leigh Place banner sign has not been installed and the current conditions are shown overleaf.

Extensive repair work has already been carried out to areas of existing brickwork and existing cornicing, lintels, etc., to improve the condition and appearance of the building.



Baldwin's Gardens Sign | Close up photograph



Baldwin's Gardens Sign | Extent of signage view looking East





Baldwin's Gardens Sign | Photograph looking West



Leather Lane Sign Location | Installed



Leigh Place Sign Location | Not installed

## Karakusevic Carson Architects

Unit E03 The Biscuit Factory, 100 Clements Road, London, SE16 4DG  
mail@karakusevic-carson.com | 0207 566 6300 | karakusevic-carson.com