



## Heritage Statement

Addition of new signage  
2-6 Southampton Row, London

## 1.0 Introduction

1.1 2-6 Southampton Row was listed Grade II\* in 1982. English Heritage Building ID: 478136

1.3 An application is being sought to attach a new sign to the external stonework of the building.

1.4 The proposal is to attach the new sign (the hotels name: L'oscar London) over an existing painted sign. There are currently 4 fixing holes in the stonework, which are to be used for the new sign, ensuring no further damage to the building.

1.5 This heritage statement supports the application for the new sign.

## 2.0 Overview of Heritage Asset



2.1 The new sign would be located on the building at the corner of Catton Street and Southampton Row. It is required as the buildings use has been altered from its initial conception as the headquarters of the Baptist Church into a Hotel.

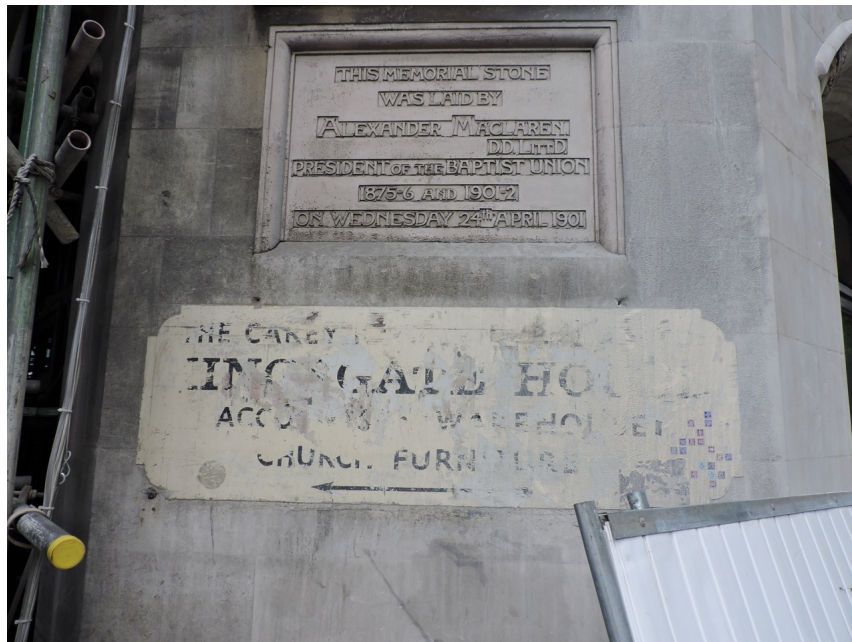
2.2 There are currently 3 historic signs at the ground floor of this location. The proposal is to attach the new sign over the lowest painted sign shown in the image on the left.

2.3 The building is constructed from Portland Stone. It has recently been cleaned using DOFF and TORQ methods, but the 3 signs in this area were covered to prevent any damage. The signs have subsequently been hand-cleaned following a survey and conservation report. All materials and techniques used for the cleaning followed up-to-date conservation principles from Historic England.

Image taken prior to cleaning works on signs.

### 3.0 Assessment of Heritage Values

3.1 Bosence has previously written a Conservation Statement about the external painted signs on the building (July 2017). This is an extract of the description of the lower existing sign:



This image shows the lower sign and currently reads:

'The Carey.....  
Kingsgate House  
Accounts Warehouse  
Church Furniture'



Arrow on the sign points to Catton street entrance

The word Carey refers to the Carey Press that was founded in the early 20<sup>th</sup> century as the commercial publishing arm of the Baptist Missionary Society. It is named after the societies founder William Carey (1761-1834). The Carey Press later merged with the Kingsgate Press to become the Carey Kingsgate Press (1947-1970).

The font that says 'Kingsgate House' is an early typewriter font, rather than Arts and Crafts in style. This evidence along with the top line of text

possibly referring to the Carey Kingsgate Press, dates this sign as after 1947.

3.2 The conclusion from the research into the painted text suggests that this painted sign is dated from after 1947. The memorial stone above was laid during the buildings construction in 1901.

#### **4.0 Summary of Significance**

4.1 The size of the new sign would match that of the existing painted area. It is proposed to be constructed from bronze, a material that would authentically reference other features on and within the building.

4.2 Sustaining a sense of authenticity includes retaining as much inherent fabric as possible. In this proposal the existing painted sign would be retained behind the new sign, and no new fixing holes would be required.

4.3 Reversibility (the ability to undo a treatment without damaging or altering the original fabric) relates well to surface additions, such as signage. In this case the addition of the new sign would be reversible, and no harm would be done or sustained to the original fabric.

4.4 The sign would signify that this historic building has been adapted for modern use, whilst the historic use (reference to the Baptist Church) is still highly visible directly above the new sign.

#### **5.0 Future Management Recommendations**

5.1 Within the conservation management plan for the building it should be noted that there is an historic sign below the new one, and a plan to periodically check the condition of the historic paint should be designed.

#### **Disclaimer**

The repairs suggested in this survey need to be completed by skilled craftsmen, with a history of working on historic buildings. In publishing this report we do not guarantee the work that is done.