

**CAMDEN PEOPLE'S THEATRE**

New Street Sign Application

July 2019



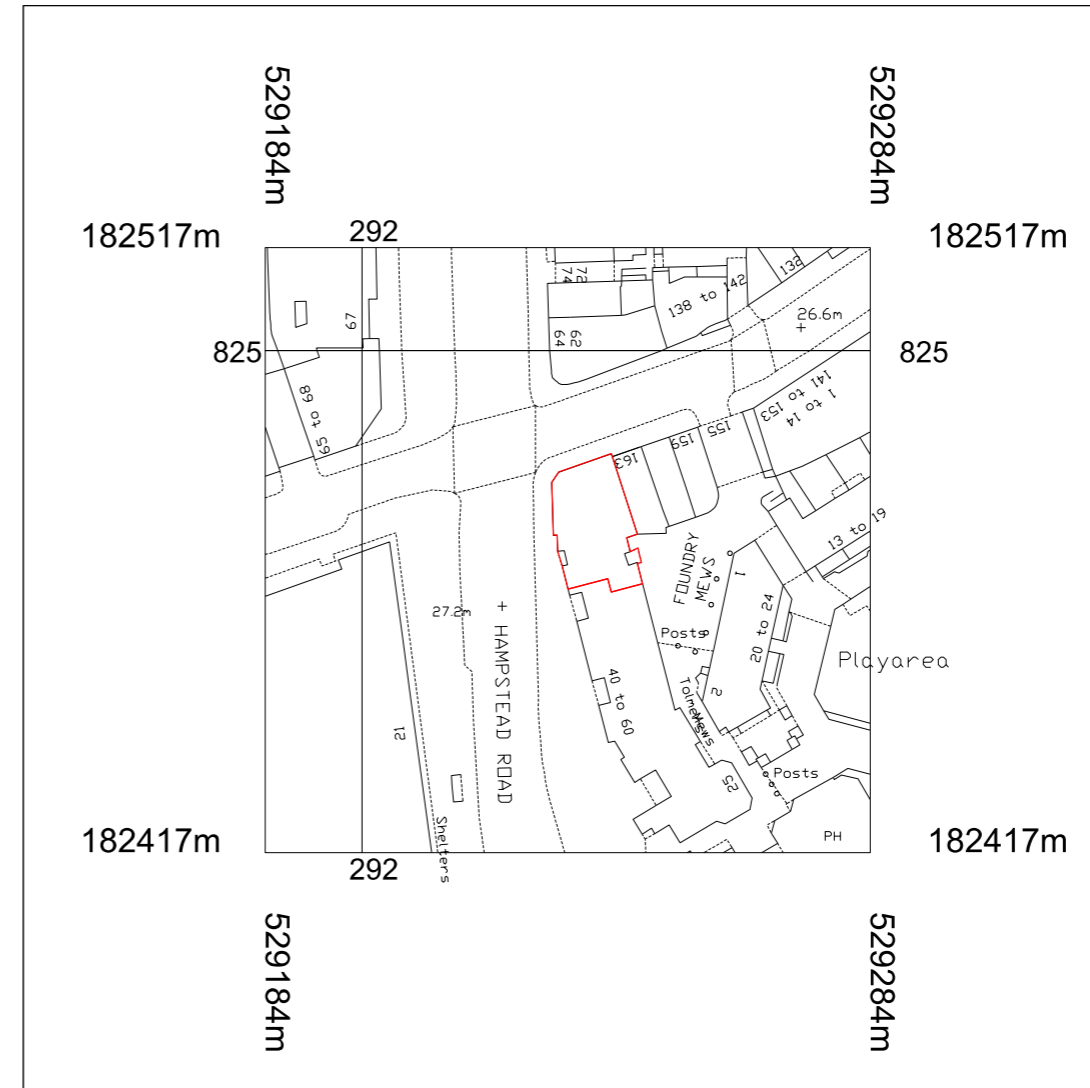
# 1 SITE PARTICULARS

The site is the Camden's People Theatre on the corner of Drummond Street and Hampstead Road.

It comprises a Victorian corner building and a portion of the adjacent 1960's development, as highlighted on the adjacent photograph. This is a functioning theatre occupying the ground and basement floors and currently has live-in guardians occupying the 1st-3rd storeys above.

The theatre sits partly within the historic corner building and the newer 1960's block at no. 40-60 Hampstead Road, resulting in a few oddities. The existing entrance is shared between the theatre and the floors above and gives the theatre a compromised entrance condition that lacks street presence and makes unauthorised access down to the basement level difficult to prevent.

The building faces onto the busy and very noisy corner of Hampstead Road.

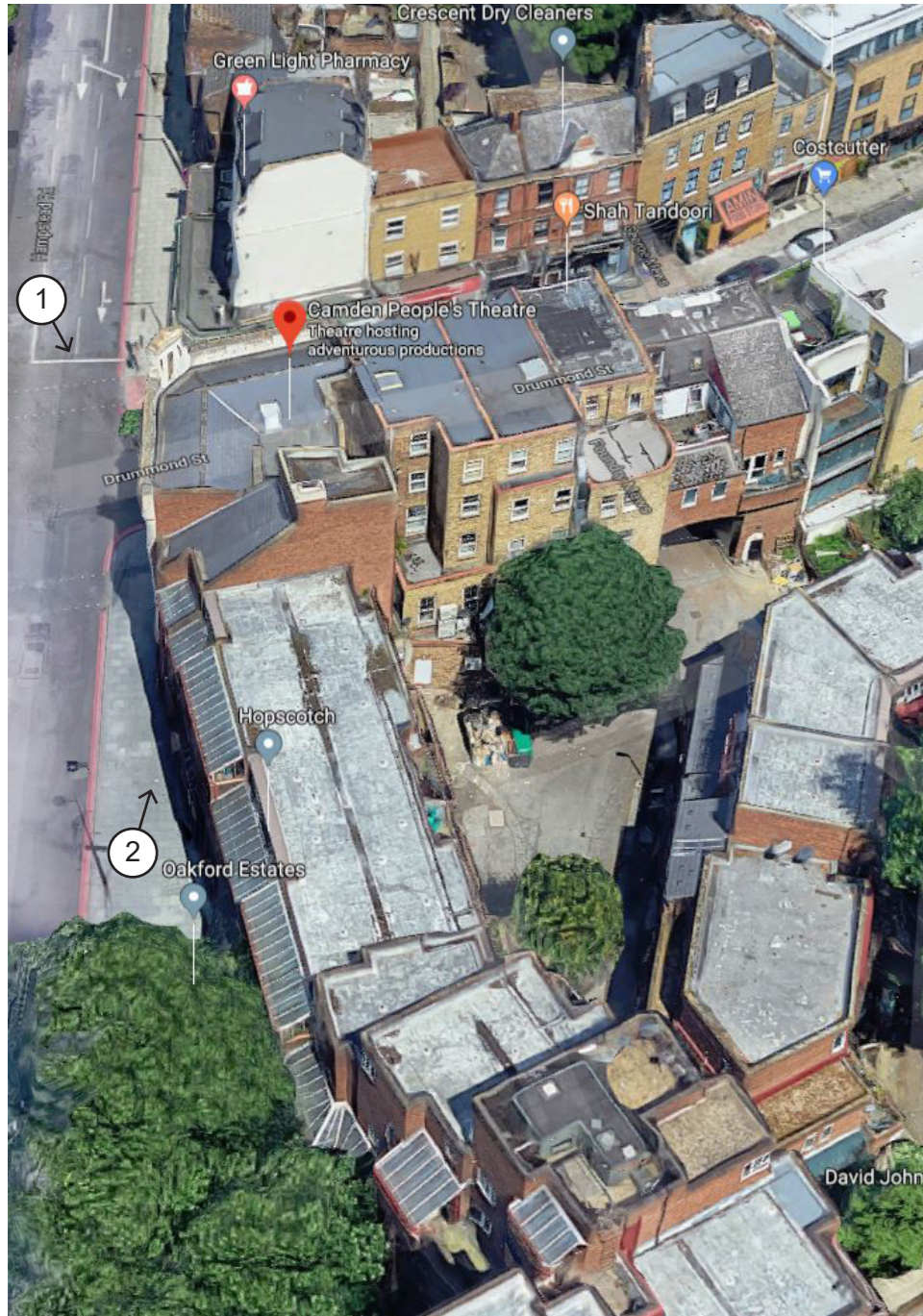


Site Location Map Scale: 1:1250 @ A3



## 2 Photos & Proposals

The following section provides visual analysis of the application site and its setting. It provides commentary on the key features of the site that contribute to its distinctiveness and challenging conditions.





## 2.1 Site Description & Photos



1 PHOTO OF EXISTING BUILDING

North and west elevations seen from across junction between drummond street and hampstead road.



CAD MODEL VISUAL OF EXISTING BUILDING AND SIGNAGE

Existing signage removed from west elevation. Existing street signage and CPT poster to be repositioned.



CAD MODEL VISUAL OF PROPOSED SIGNAGE

New CPT back-lit signage in polyester powder coated aluminium (colour to be confirmed) folded sheet metal with letter cutouts and polycarbonate infill.



2 PHOTO OF EXISTING BUILDING

West elevation seen from hampstead road.



CAD MODEL VISUAL OF EXISTING BUILDING AND SIGNAGE

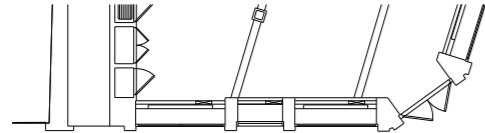


CAD MODEL VISUAL OF PROPOSED SIGNAGE

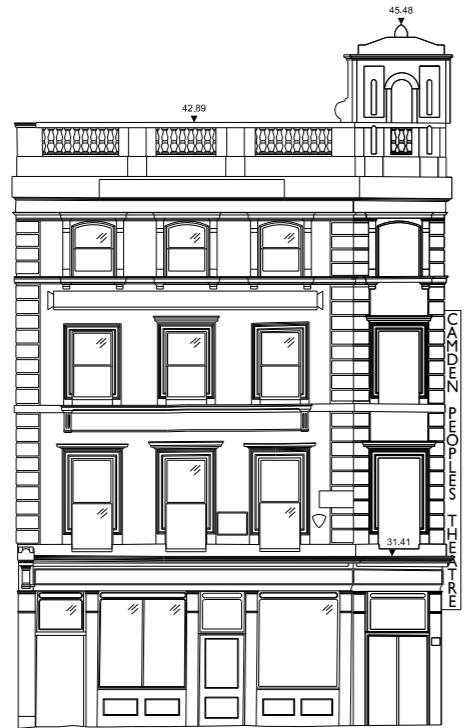
## 2.2 Existing and Proposed Drawings



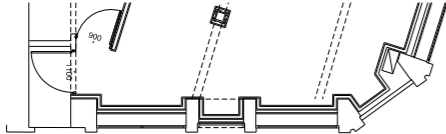
1 EXISTING NORTH ELEVATION  
00\_203 SCALE 1:100 @A1



3 EXISTING GROUND FLOOR PLAN (PART)  
00\_010 SCALE 1:100 @A1



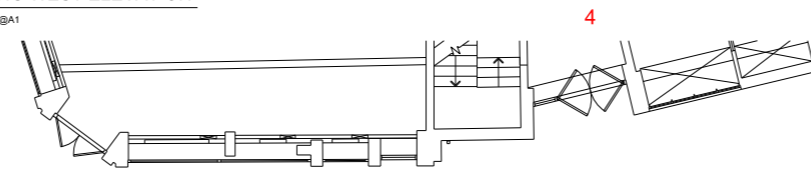
5 PROPOSED NORTH ELEVATION  
10\_203 SCALE 1:100 @A1



7 PROPOSED GROUND FLOOR PLAN (PART)  
10\_010 SCALE 1:100 @A1



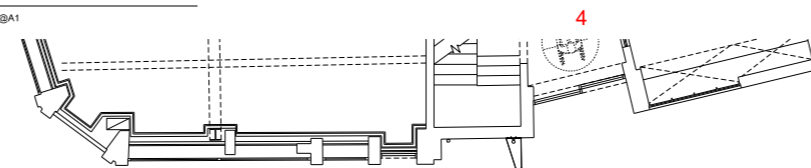
2 EXISTING WEST ELEVATION  
00\_201 SCALE 1:100 @A1



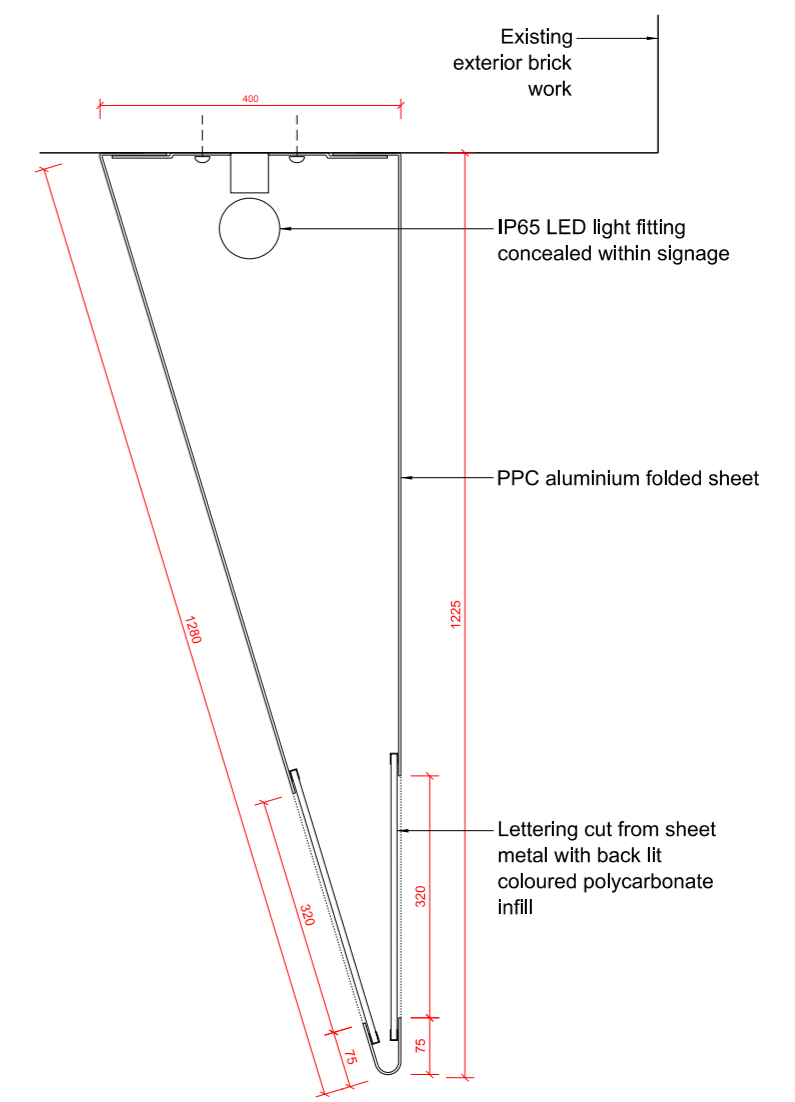
4 EXISTING GROUND FLOOR PLAN (PART)  
00\_010 SCALE 1:100 @A1



6 PROPOSED WEST ELEVATION  
10\_201 SCALE 1:100 @A1



8 PROPOSED GROUND FLOOR PLAN (PART)  
10\_010 SCALE 1:100 @A1



9 PROPOSED SIGN DETAIL  
10\_210 SCALE 1:5 @A1

### KEY:

- 1 Existing obsolete signage removed. New CPT back-lit signage in PPC aluminium (RAL colour TBC) folded sheet metal with letter cutouts and polycarbonate infill.
- 2 Existing street sign repositioned.
- 3 Existing CPT poster repositioned
- 4 Existing front entrance doors upgraded and replaced with new automated double glazed sliding door on PIR, PPC aluminium coloured frame.
- 5 Existing fixed glazing upgraded and replaced with new sliding double glazed windows, PPC aluminium coloured frames.

