

*NEW SIGNAGE AND LIGHTING FOR 'THE LIGHTHOUSE':
ALEXANDRA CIARDI HOUSE,
7-8 GREENLAND PLACE,
CAMDEN,
LONDON,
NW1 0AP*

Design & Access Statement



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1.0 SITE ANALYSIS

1.1 The proposed site is halfway along Greenland Place, off Greenland Road, in Camden, London. The existing building is a five storey office building which serves as the North London offices and service centre for the National Society for the Prevention of Cruelty to Children (NSPCC). The building serves as office space for councillors working for the NSPCC, meeting space for councillors to interact with children in need, and office space for volunteer telephone operators for Childline.

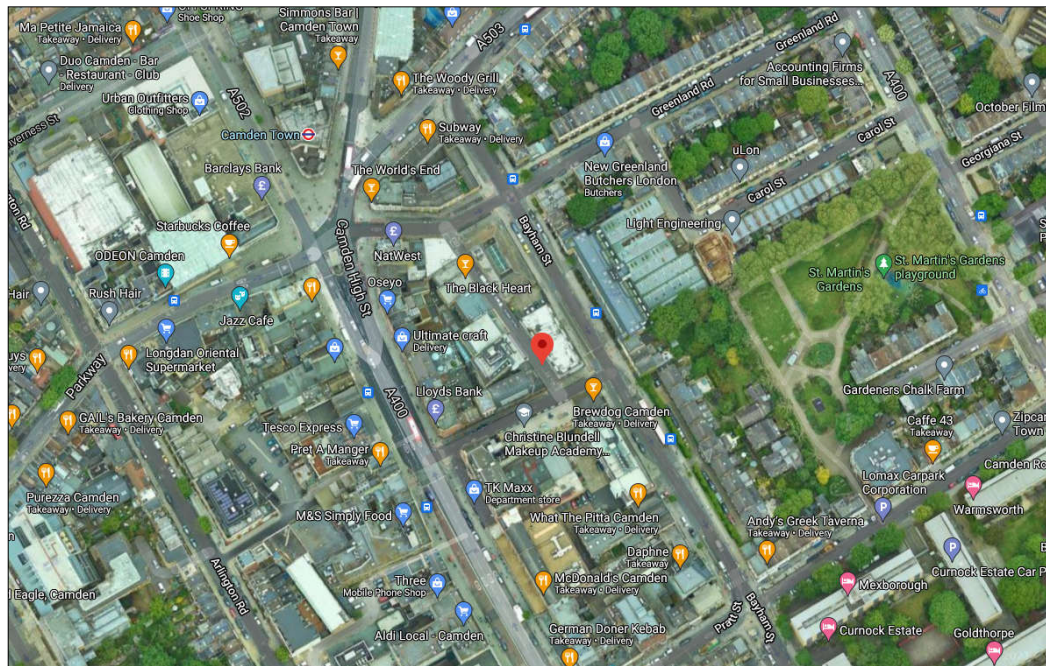


Figure 1 – Satellite view of Greenland Place

1.2 In addition, the proposed site is the base of operations for “the Lighthouse”. The Lighthouse is a multi-agency service that provides medical, advocacy, social care, police, and therapeutic support, for children and young people who have experienced any form of sexual abuse, including exploitation. It offers a child-centred approach, providing guidance and support to help

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children and young people recover. The organisation is jointly funded by the Home Office, NHS England, the Mayor's Office for Policing and Crime (MOPAC) and the Department for Education. NHS England has commissioned the health and wellbeing services which will be provided by University College London Hospitals (UCLH), The Tavistock and Portman NHS Foundation Trusts, and the NSPCC supported by Morgan Stanley.



Figure 2 – Front Elevation of Alexandra Ciardi House

- 1.3 At present, the existing building features signage for the building name and the NSPCC, but these are presented in flat elevation to the building frontage, and the latter is small in size, and poorly located for immediate recognition. Greenland Place is a long, narrow road, with limited footpath provision, which makes it difficult to identify the building from any significant distance, particularly in the dense urban environment of this area of Camden. This is further compounded at night, where the street is dark, and potentially

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menacing to the intended user base, who must be considered exceptionally vulnerable. The proposal is for a combined light fitting with the Lighthouse name and logos clearly defined, to eliminate confusion in locating the building for its intended users, and to dispel some of the potential menace of the area at night.



Figure 3 – Existing Building Signage

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2.0 DESIGN PRINCIPLES

2.1 Use – The existing building is currently the base of operations for “the Lighthouse”, an NHS organisation that provides medical, advocacy, social care, police, and therapeutic support, for children and young people who have been the victims of sexual abuse.

At present, the existing building features signage for the building name and the NSPCC, however, Greenland Place is a narrow road, with limited footpath provision, and the size and orientation of these signs is not optimal for ease of identification at any distance. The building is located in the dense and busy centre of Camden, less than 50m off Camden High Street. The street is very dark in the early evenings, combined with the previous facts, means the building can be hard to find for first time attendees.

Furthermore, the nature of the Lighthouse means that potential attendees are to be considered some of the most vulnerable, and a dark, difficult-to-find location risks scaring off first time users when they are most in need of the Lighthouses service. This is of particular concern, as a number of public houses are located in close proximity to the site (including one on Greenland Place itself), and dark sections of the road risks encouraging loitering by individuals after dark, which would only risk causing greater distress for the service users.

The organisation conducted extensive feedback with their service users, and the feedback from their Young People’s Forum is that they recommend a light that overhangs the entrance and can be seen as you walk down the street to both mark the building entrance but also to provide illumination in the street.

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- 2.2 Amount –The proposal is solely for a signage and light fitting mounted to the front elevation of the building, and does not in any way impact the size and scale of the building, or the amount of site area currently occupied by built footprint area.
- 2.3 Layout – The proposed light fitting is to be mounted to the left side of the main entrance doors to the building (when viewed from directly in front of the doors), with the underside of the fitting approximately 3.5m from ground level.

The existing road immediately outside the site has no kerbed footpath, provided only with a white line to demark footpath from highway carriage. Due to this, the proposed site will overhang the highway. However, this is clearly acceptable in this circumstance, as a number of other light fittings and signs already overhang the highway in this manner (see fig 4).



Figure 4 – Existing Highway overhangs to Greenland Place

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- 2.4 Scale – The proposal is for a front mounted light fitting and signage which impacts the scale and massing of the building in no way.

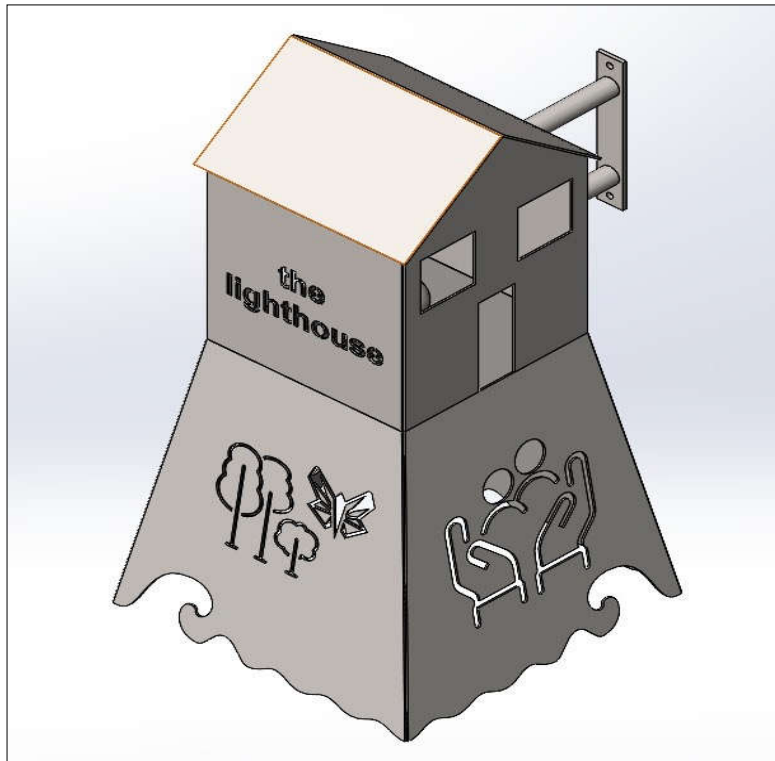


Figure 5 – Design of Light Fitting

- 2.5 Appearance – The Lighthouse has been co-creating the light with young people and it is in the style of a house, in steel, with Perspex-covered cut-outs to let the light shine through. A local fabricator has agreed to work with the charity to create this bespoke light. The light itself will be a 60w, 7800 lumen white light and shine down onto the street. The three sides will have cut outs including the organisation name, and a number of logos designed in collaboration with the organisations service users.

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The light fitting itself will project a maximum of 550mm from the building facade.

3.0 ACCESS

3.1 Vehicular & Public Transport Links – The site is located in the centre of Camden, 50m off Camden High Street (the A400). It has excellent access for public transportation. Multiple bus stops are located within 50m of the site, on Bayham Street and Camden High Street, and Camden Town Underground Station is located only 100m to the north of the site. While the building does not have available vehicle parking itself, public car parking is available only 150m to the west on Pratt Street.

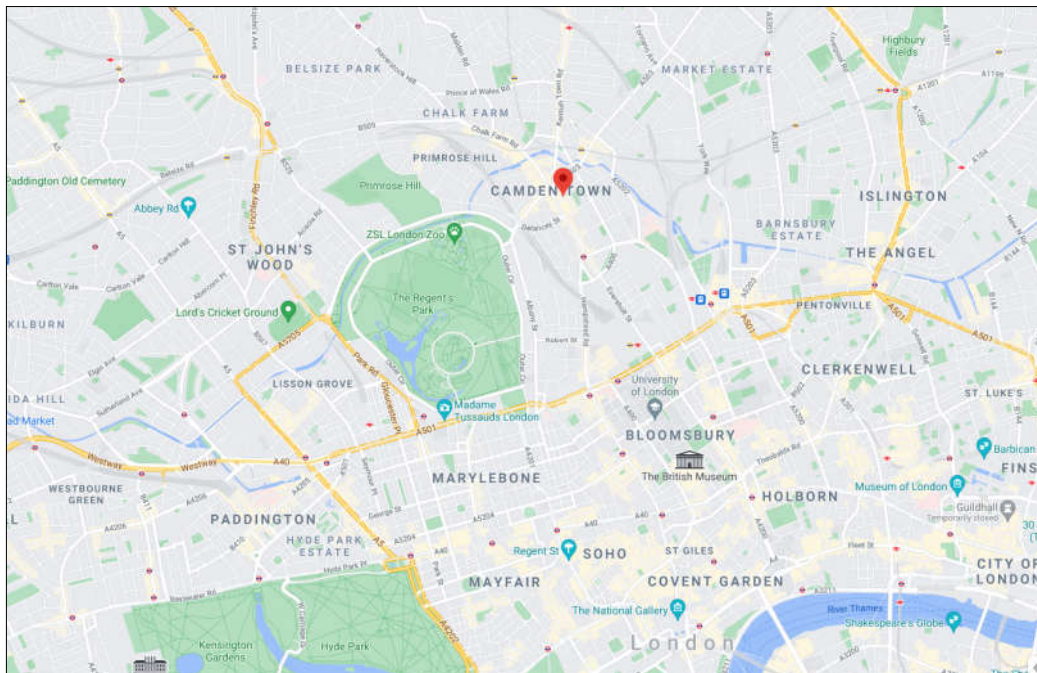


Figure 5 – Map of Camden

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4.0 HERITAGE STATEMENT

5.1 The proposed site falls within the Camden Town Conservation Area (see fig 6). Alexandra Ciardi House is marked within the Townscape Appraisal as a “positive building”, however, it should be noted that every building on Greenland Place, Greenland Road, Greenland Street, Parkway, Arlington Road, Albert Street, Delancy Street, the western side of Bayham Street, and Camden high Street north of the McDonalds has been given this classification where not already a Listed Building, so this is less indicative of the buildings particular character, and more so the character of the entire region.

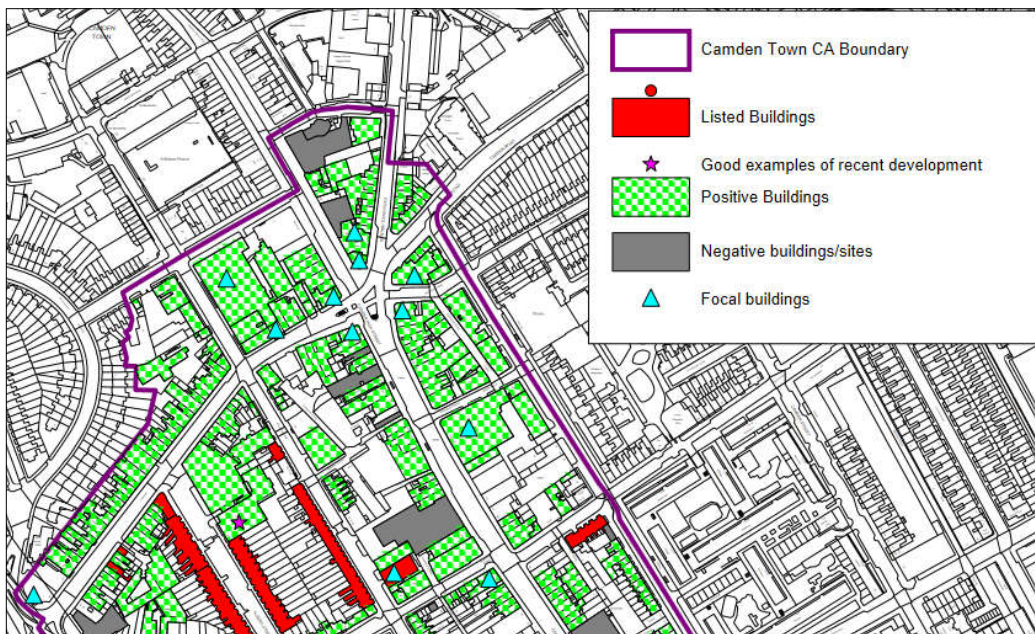


Figure 5 – Excerpt from Trent and Mersey Canal Conservation Area Character Statement

5.2 Whilst Greenland Place is mentioned within the Camden Town Conservation Area Appraisal and Management Strategy, it is mentioned only within the context of the “Greenland Road and Greenland Street triangle”, with only No

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1 Greenland Place, The Camden Tap, and Greenland Street Hall receiving specific mention.

- 5.3 IMPACT – The proposed scheme will have a minor visual impact to the front elevation of Alexandra Ciardi House. A critical assessment of the full road indicates that a hanging front sign is not in any way out of character, with similar signs being visible on a business at the other end of Greenland Place, and on the Brewdog pub on Greenland Street. Furthermore, in the Camden Town Conservation Area Appraisal and Management Strategy, it is indicated that the characterisation of the area is that of late 19th and early 20th century warehouses and industrial buildings, and the bare steel design of the hanging lamp, is in fitting with that style and character.
- 5.4 JUSTIFICATION – The proposed elements do not result in any significant alteration to the existing building, and whilst do create a minor visual alteration to the front elevation of a “positive building” within the Conservation Area, this alteration is in keeping with the character of the area, and has previously been deemed acceptable on other buildings within the area with the same classification. As such, we deem the proposal to have zero impact, and cause no harm or influence to the heritage character of the Conservation Area.