

SHELL & ARC

Design and Access Statement

South Hampstead and Kilburn Community Partnership



SHELL

Introduction

This Design and Access Statement has been prepared in support of the planning application and application for listed building consent for the installation of new signs for the premises occupied and used by the South Hampstead and Kilburn Community Partnership (hence SHAK) and located within the boundaries of the Alexandra and Ainsworth Estate.

“SHAK is a resident led charity based on the Alexandra and Ainsworth estate in the Kilburn Ward of Camden, London, dedicated to supporting residents and young people living in an area of high deprivation.”
(extract from SHAK’s website: <https://www.shakonline.co.uk/>).

SHAK currently occupies and used three premises within the boundary of the estate:

- South Hampstead Education and Life-long Learning Centre 1 (SHELL1) in Edgeworth House
- South Hampstead Education and Life-long Learning Centre 2 (SHELL2) in Besant House
- Alexandra Road Resource Centre (ARC) Youth Club in the Grade II* listed Alexandra and Ainsworth Estate.

The applications refer to: the replacement of existing signs identifying the premises within the estate as well as new directional signs to facilitate the location of the premises for visitors.

The new signs have been commissioned as a key part of a campaign of re-branding which has already seen the redesign of SHAK’s logo on its website and social media presence.

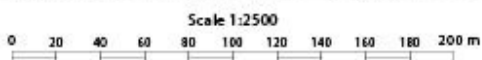
Statement of significance

The significance of the Grade II* listed estate, designed by Neave Brown in 1968, is described in the Alexandra Road Estate Management Guidelines (Levitt Bernstein 2006).

We have used the management guidelines in the preparation of this Design and Access Statement. There is limited information therein on the design requirements for signage on the estate.

Site location

This planning and listed building consent application is made for various locations within the site boundaries



Projection: British National Grid
16 May 2022 09:13



Existing signs: location and appearance

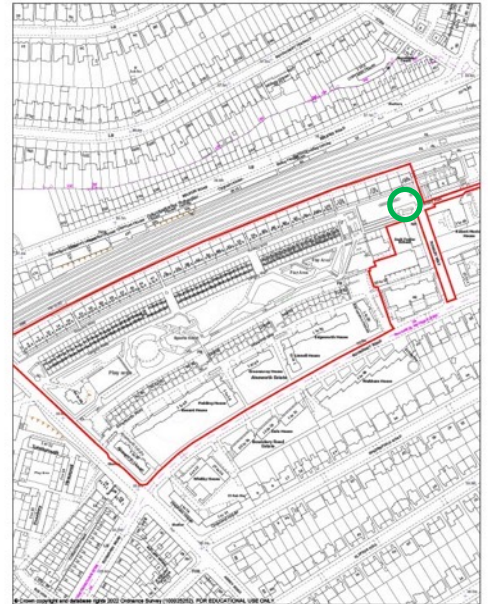


SHELL1 SIGN: SOUTHWEST CORNER OF EDGEWORTH HOUSE

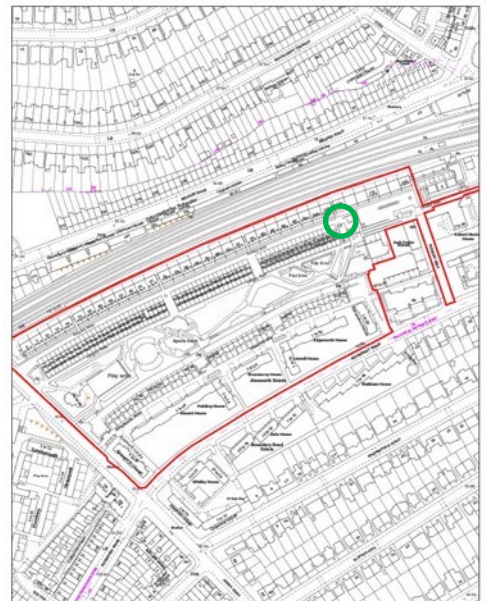


SHELL2 SIGN: NORTH EAST CORNER OF BESANT HOUSE

Existing signs: location and appearance



ARC SIGN: EXTERNAL SIDE OF STAIRCASE FROM CAR PARK TO LANGTRY WALK



DIRECTIONS POLE: ROWLEY WAY

Proposed signs position, dimensions, materials and installation



SHAK LEARNING CENTRE - EX SHELL 1

MATERIALS: ALUMINUM COMPOSITE PANEL

DIMENSIONS: 2000MM X 1000MM

FIXING: M8 X 100MM GALVANISED THROUGH BOLTS ON THE WALL*



Proposed signs: position, dimensions, materials and installation



SHAK MEETING ROOM AND KITCHEN - EX SHELL2 (OPTION 1)

MATERIALS: ALUMINUM COMPOSITE PANEL
DIMENSIONS: 2000MM X 1000MM
FIXING: M8 X 100MM GALVANISED THROUGH BOLTS ON THE WALL*



Proposed signs position, dimensions, materials and installation



SHAK MEETING ROOM AND KITCHEN - EX SHELL2 (OPTION 2)

MATERIALS: ALUMINUM COMPOSITE PANEL
DIMENSIONS: 2000MM X 1000MM
FIXING: M8 X 100MM GALVANISED THROUGH BOLTS ON THE WALL*



Proposed signs position, dimensions, materials and installation



SHAK LEARNING CENTRE DIRECTIONAL PANELS

MATERIALS: ALUMINUM COMPOSITE PANEL

DIMENSIONS: 1500MM X 600MM

FIXING: M8 X 100MM GALVANISED THROUGH
BOLTS ON THE WALL*



Proposed signs position, dimensions, materials and installation



ARC: MAIN PANEL

MATERIALS: ALUMINUM COMPOSITE PANEL

DIMENSIONS: 1500MM X 600MM

FIXING: M8 X 100MM GALVANISED THROUGH BOLTS ON THE WALL*



Proposed signs position, dimensions, materials and installation



ARC: DIRECTIONAL PANELS

MATERIALS: ALUMINUM COMPOSITE PANEL

FIXING: M8 X 100MM GALVANISED THROUGH BOLTS ON THE WALL*

* Slotted channel might be used depending on the location and wall

Proposed signs position, dimensions, materials and installation



DIRECTIONAL POLE

MATERIALS: BLACK OUT VYNIL TO COVER EXISTING WITH NEW GRAPHICS ON TOP