



**DESIGN AND ACCESS STATEMENT TO SUPPORT APPLICATIONS
FOR ADVERTISING AND LISTED BUILDING CONSENT**

February 2023
Roundhouse Theatre
Chalk Farm Road
London
NW1 8EH

**REED
WATTS**

INTRODUCTION

Application Details

This report provides details for proposed signage at the Roundhouse Theatre, Chalk Farm Road and the Roundhouse Administration Building on Regent’s Park Road.

The majority of the signs are to be fixed / applied to the listed Roundhouse Theatre building and the adjacent retaining wall. An application for Listed Building Consent accompanies the application for Advertising Consent.

Scope

Seven new signs are proposed to aid visitors and audiences when approaching the buildings. Following the construction of the administration building and the new studio building navigation around the buildings has become more difficult and it is important that the journey for visitors is as simple as possible.

The signs are as follows:

Type A: Powder-coated cut-out metal letters fixed to brickwork (see pages 4 and 5)

Sign A.1 ‘Creative Studios’

Sign A.2 ‘Box Office’

These signs are to be fixed to brickwork above the main entrance doors to the circular drum of the building. The brickwork was replaced as part of the 2006 refurbishment works and will therefore cause minimal harm to the building. The letters will be held off the face of the brickwork using brass studs to ensure that they are read as a later addition to the building and are distinct from the brickwork behind.

Type B: Vinyl letters applied to glass and metal cladding panels (see pages 6 and 7)

Sign B.1 ‘Welcome’ ‘Ticket Holders’

Sign B.2 ‘Bar & Café’

These signs are to be bonded to elements of the 2006 extension. The signs will be easily removable and cause no harm to the building.

Type C: Powder coated metal way-finding signage fixed to brick retaining walls (See pages 8-9). These signs are important in assisting visitors in navigating the buildings that form the Roundhouse Campus. They would be screw fixed to mortar beds of the listed retaining wall and would be fully removable, thereby causing minimal harm.

Type D: Powder coated metal signage fixed to metal cladding panels (see page 10). Note that this sign is not fixed to a listed building and is not, therefore, included in the application for Listed Building Consent.

Heritage and Design Statement

The Roundhouse and retaining wall both form part of the same development: the construction of new, embanked railway lines into London in the 1840s. The Roundhouse was constructed adjoining the railway tracks to service trains. The embankment and retaining wall was a necessary evil to raise the tracks above street level.

When the Roundhouse was converted to arts use, it was the industrial nature of the buildings that attracted its pioneering occupants. Roundhouse shows and programming deliberately avoided the polish of traditional arts venues, choosing instead to experiment in an industrial context. It is no surprise, therefore, that, under its new use, the industrial character of the Roundhouse curtilage has been preserved, with containers used to store seating and technical equipment; industrial vehicles delivering shows to site; and the organisation’s offices themselves housed in containers.

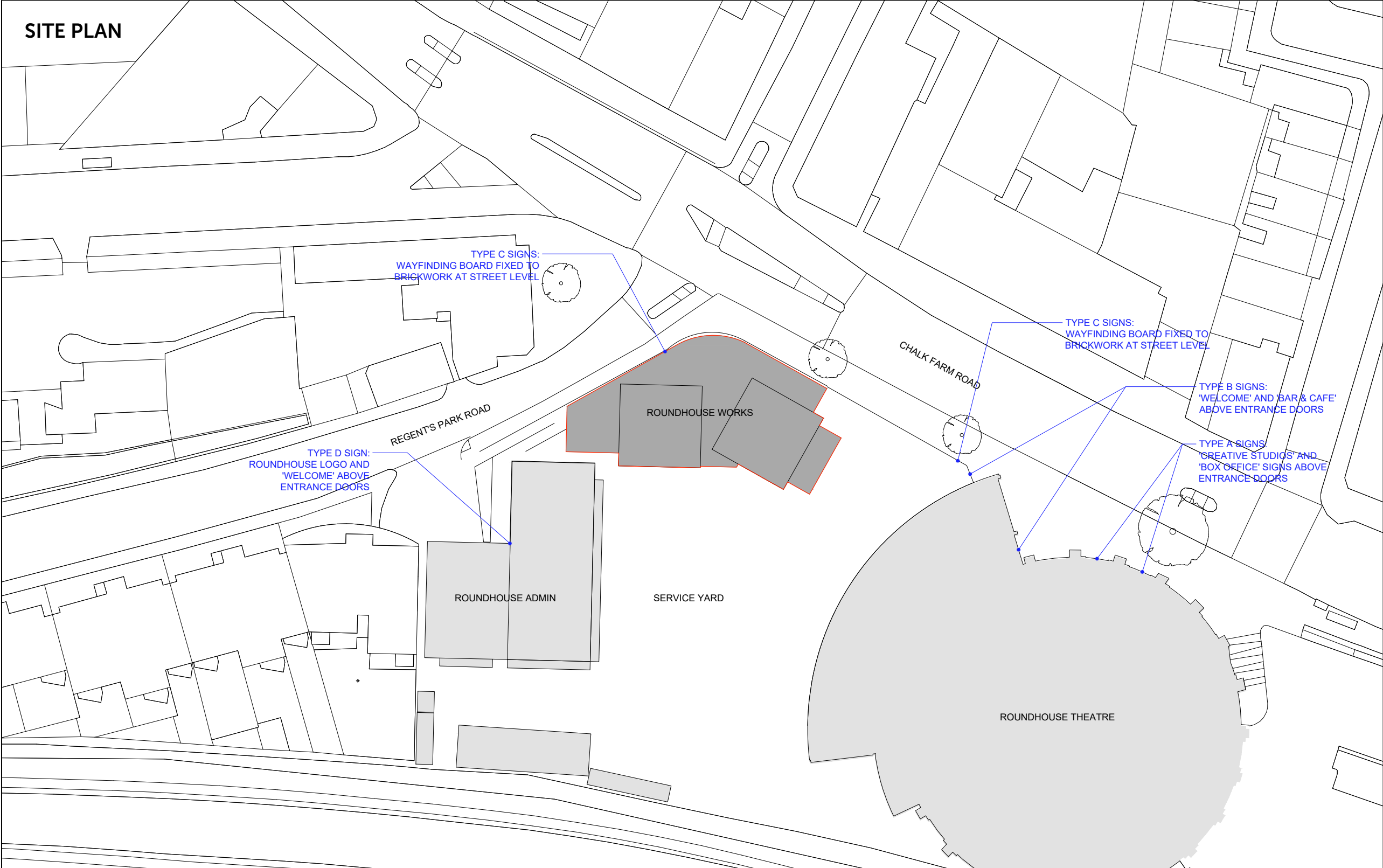
Although industrial in purpose, the fabric of the railway architecture was constructed with a degree of care and attention to detail that we now recognise as having exceptional architectural merit. This merit resides not only in the eye-catching circular form of the original train shed, but in the high quality of brickwork, and in the attention given to buttresses and subdued decoration on both Roundhouse and retaining wall. It is this architectural character that is most apparent to passers-by on Chalk Farm Road, from where the railway itself is invisible.

Extended in 2006, the theatre, its bar and foyer spaces hold particular importance in the cultural heritage of London in the late 20th and early 21st Centuries.

The heritage significance of the listed structures on the Roundhouse site can be summarised as follows:

- They are significant examples of Victorian industrial railway architecture.
- They are a pioneering example of the cultural use of former industrial buildings, creating a venue of global renown, and assisting in a historic transformation in how we view the arts, and arts buildings.
- The architecture of the original structures are of great personality and merit.

As set out opposite, the proposed signage has taken the significance of the building and its status into consideration and will cause minimal harm.



DO NOT SCALE

THE CONTRACTOR IS TO CHECK AND VERIFY ALL BUILDING AND SITE DIMENSIONS, LEVELS AND SEWER INVERT LEVELS AT CONNECTION POINTS BEFORE WORK STARTS.

THIS DRAWING IS TO BE READ AND CHECKED IN CONJUNCTION WITH ENGINEERS AND OTHER SPECIALIST DRAWINGS.

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REV	DATE	DESCRIPTION

— BUILDING / SITE BOUNDARY

0 2 5 10m

N

DRAWING

SITE LOCATION PLAN

DRAWING NO	REVISION
1906(0)016	P01
SCALE	DATE
1:250 @ A1 1:500 @ A3	26.02.23
STATUS	
ADVERTISING CONSENT	

REED WATTS

www.reedwatts.com
studio@reedwatts.com

PROJECT 1906 ROUNDHOUSE CAMPUS

Roundhouse Rotunda - Precedent 1
Existing metal framed display boxes
fixed to rotunda over entrances

Roundhouse Extension - Precedent 2
Existing vinyl lettering on glass



Location of proposed directional sign,
(see separate sheet for details)
placed to be visible from crossing point

Site retaining wall - Precedent 3
Existing poster boxes
fixed to walls (image here shows
one on several)

Location of proposed internal neon cafe sign,
(see separate sheet for details)
placed to draw attention to entrance (day/night)
as entrance doors recessed and hidden from view
when on the pavement in front of building.

Design notes: All proposed cut letters on existing roundhouse rotunda are off-white to match proposed vinyl on glass lettering at other entrances for consistency.
Pin mounted cut out letters allow for brick to be visible instead of covering with a panel.
The area above the doors has a slight curve between the pillars that differs at each door.
Cut pin mounted letters will allow flexibility to follow the curve and variations in brick surface. The area above the doors shows pale areas where brick has been replaced with reclaimed old stock brick and has been re-mortared. This is likely to have been carried out when the new doors were installed.

Design notes:
Roundhouse extension building will use cut vinyl (removable)
applied to glass above doors or metal cladding.

Design rationale

The proposed entrance signing is in response to the requirement to unify 3 main buildings that make-up the Roundhouse site and support the day to day operation.
The different buildings and their associated areas and functions are as follows.

Roundhouse - Main venue

There is a requirement to identify the correct doors for ticket holders to enter the venue when events are taking place and avoid incorrect use of the rotunda doors to the box office lobby area. In turn, those without tickets must access the Box Office area first, without joining any audience queues. Access to the Box Office should be via the rotunda doors that lead directly to the desk to support internal queue management. The remaining set of doors are reserved for emergency egress and clear labelling of the other entrances avoids anyone trying to use these in error. Door identification needs to be visible above head height for when the area in front of the venue is busy.

The Creative Studios operates as a separate entity within a designated area of the roundhouse rotunda building with different opening hours to the main venue. . Direct access is via separate set of external entrance doors leading to a dedicated lobby area and reception desk.

Cafe & Bar- This has its own direct entrance and is open during the day and pre-show and also used for small private hire events..
Level access for wheelchairs etc. is via the venue main doors and messaging adjacent to doors proposed to highlight this.

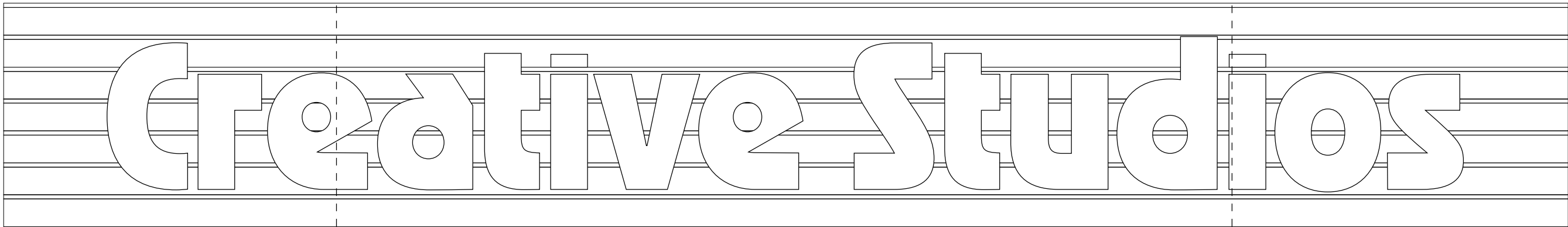
The **Container building** (Roundhouse Offices) and **Stage Door** access are a short walk along Chalk Farm Road/Haverstock Hill turning left onto Regents Park Road. A problem exists where people see the rotunda and mistakenly try to use the entrances here and find the doors locked or need to find a staff member to be redirected along the road. The new building **Roundhouse Works** scheduled to open in the Spring uses the Regents Park entrance and will add to this problem.
2 x directional signs has been on the retaining wall to help overcome the problem. One indicated here with another on the wall visible on the approach from Chalk Farm Underground Station/Haverstock Hill.



NTS - FOR VISUALISATION
PURPOSES ONLY

ROUNDHOUSE SIGNING
EXTERIOR ENTRANCES - PROPOSED

01/02/23



Creative Studios:

3670 approx width between brick pillars

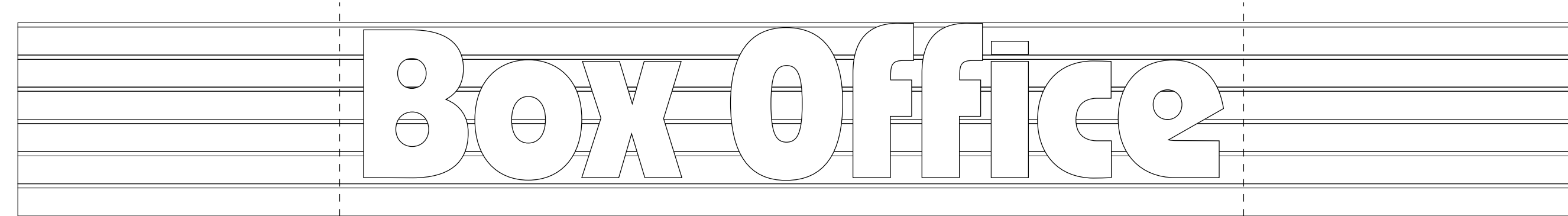
Setting out based on standard brick size 215m x 65m (allowing 10mm mortar joint)

Typeface: Ozik Bold 270mm lowercase letter height Letterspacing (Kerning): Auto

Central door opening 2100 approx

Materials:

Flat cut 2mm aluminium letters sprayed off white (RAL 9016)
stud mounted on brass locators fitted to brick wall.



Box Office:

3612 approx width between brick pillars

Setting out based on standard brick size 215m x 65m (allowing 10mm mortar joint)

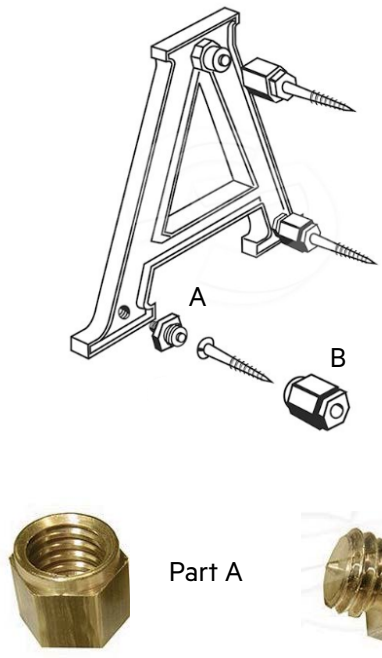
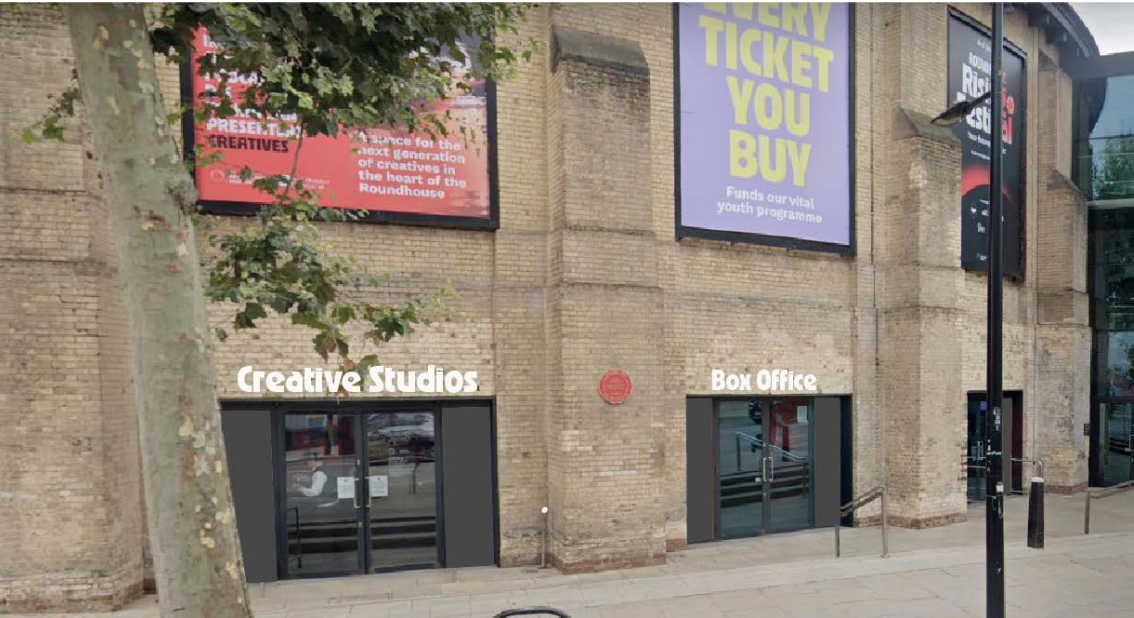
Typeface: Ozik Bold 270mm lowercase letter height Letterspacing (Kerning): Auto

Central door opening 2100 approx

Materials:

Flat cut 2mm aluminium letters sprayed off white (RAL 9016)
stud mounted on brass locators fitted to brick wall.

Visual only NTS



Fixings & Installation:

Each letter will have approximately 4 stud fixings with positions confirmed following a pre-install survey of area above the doors to account for variations in brick size and mortar joints.

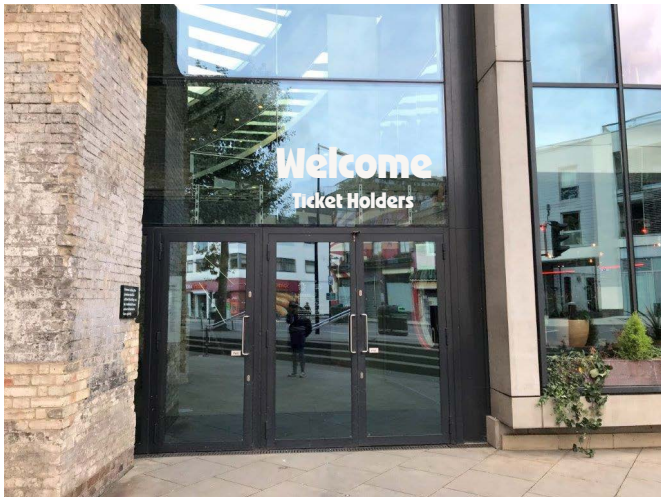
A hole is drilled into the brick or mortar joint and a rawl plug installed. The cup part of the locator is screwed with external grade screws through the hole in centre of the cup into the rawl plug. The letters will have part B of the fixings (3/16 stud) fixed to the rear of letter. Part B is lined up with part A (cup) and the 2 parts thread together so the letter when installed it stands off 10mm clear of the wall.



Scale at A1
1:5 (20% of original size)

ROUNDHOUSE SIGNING
EXTERIOR ENTRANCES

01/02/23



Entrance:
White/Off white cut vinyl reverse applied to glass -fixed over righthand door set
Size to match other entrances

Typeface: Ozik Bold 270mm & 135mm lowercase letter height Letterspacing (Kerning): Auto

Welcome
Ticket Holders

270mm

200mm

135mm

200mm

----- Centre over double door set on right - opening 2100 approx -----



Scale at A1
1:5 (20% of original size)

ROUNDHOUSE SIGNING
EXTERIOR ENTRANCES

19/01/23



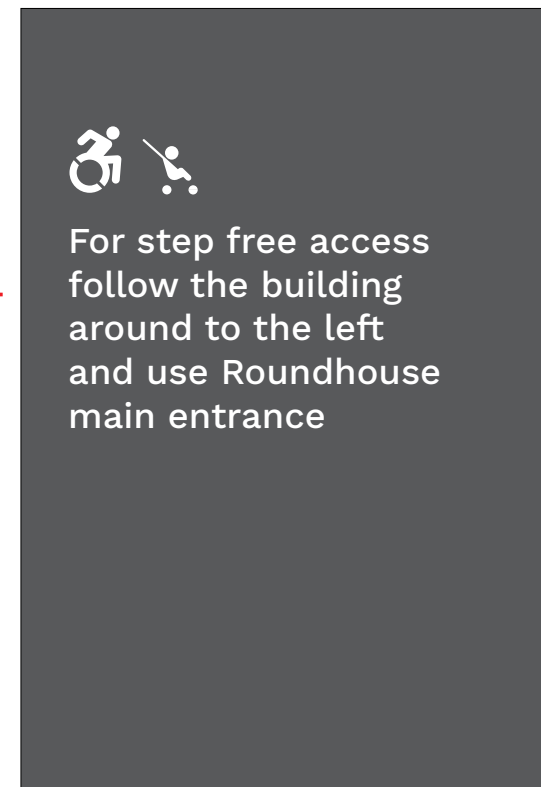
Visual only



Bar & cafe entrance:
White / off white cut vinyl letters on existing metal panel 1860 x 960
Base line of text height matched to main entrance letters



Bar & cafe entrance: Side panel



Off white/White cut vinyl on existing metal panel 740 x 1075
25mm lowercase lettering WorkSans Medium
Note: Pictograms to be designed (placeholders only)



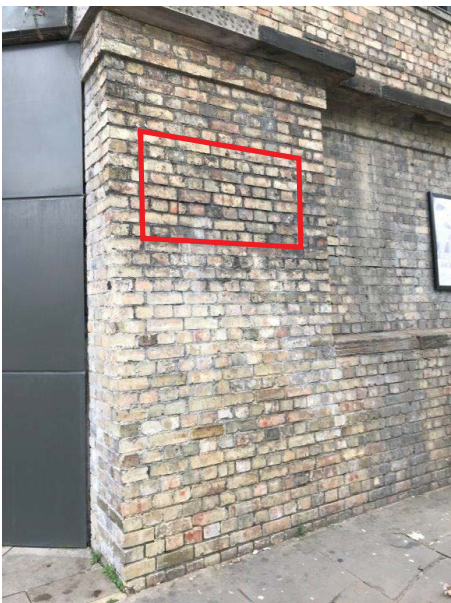
Scale at A1
1:5 (20% of original size)

ROUNDHOUSE SIGNING
EXTERIOR ENTRANCES

19/01/23



SIGN LAYOUT A
Chalk Farm Road - Adjacent to cafe doors



1580 wall width
Sign centred on wall width with 190mm each side
Top of sign aligned with top of adjacent doors



Area now behind construction hoardings (wall section with graffiti being rebuilt as part on new Roundhouse Works)

OPTION 1 LOCATION (REJECTED)
Existing wall - pillar section Regents
Park Road
SIGN LAYOUT A

OPTION 2 (PROPOSED)
New rebuilt wall (west elevation)
Regents Park Road
SIGN LAYOUT B

NTS - PHOTOS FOR VISUALISATION PURPOSES ONLY

LAYOUT A



LAYOUT B



Street Sign: 1200 x 600
Typeface: Ozik Bold 35mm lowercase letter height Letterspacing (Kerning): Auto
ROUNDHOUSE wordmark 110mm capital letter height

Materials
2mm aluminium powder coated - sprayed to match Roundhouse Red Pantone 032
(nearest RAL colour 3020)
Screw fitted to wall.





Street Sign: 1200 x 600

Typeface: Ozik Bold 35mm lowercase letter height Letterspacing (Kerning): Auto



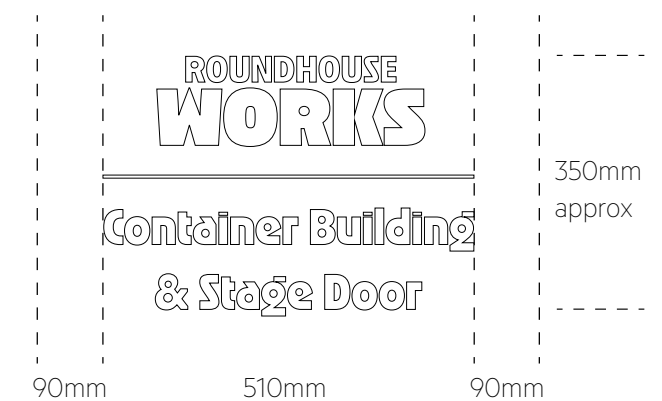
Scale at A1
1:2 (50% of original size)

ROUNDHOUSE SIGNING
STREET SIGN

VERSION 2 - 18/01/2023



SEPARATE ITEMS A & B FIXED TO CENTRAL CLADDING AREA
Lettering shown 260mm lowercase letterheight at approx 1700 width. Logo 1400 diameter



Lettering applied to right hand door glass with 1300mm from floor to bottom of graphic

A
Flat cut 2mm aluminium circle
spray painted to match Pantone 032
(Roundhouse Red). Nearest RAL 3020.
Letters applied vinyl off-white.

B
Flat cut 2mm aluminium letters
sprayed off white (RAL 9016) stud
mounted on brass locators

260mm

260mm

ROUNDHOUSE
WORKS

Container Building
& Stage Door

NTS
White vinyl applied lettering - Glass doors

NOTE: All dimensions subject to pre-install survey to verify



Scale at A1
1:5 (20% of original size)

ROUNDHOUSE SIGNING
EXTERIOR OFFICE ENTRANCE

19/01/23

studio@reedwatts.com
www.reedwatts.com

Reed Watts Architects
21C Clerkenwell Road
London EC1M 5RD

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