

Listed Building Consent application for signage improvements at Alexandra Park and on Alexandra Palace Way, N22 7AY

Introduction

Alexandra Palace is a Grade II Listed building located within a Conservation Area. In 2018, following a major restoration project enabling the reopening of the East Court and Victorian Theatre, the Charitable Trust conducted an extensive branding refresh exercise. This culminated in a new suite of colours, tints, layouts, illustrations, typography and tone of voice for communicating with our visitors intended to be used across the site, creating a smart, dynamic, recognisable, playful but informative identity for the Park and Palace.

As our programme and visitor numbers through the East Court and surrounding areas has grown because of the East Wing restoration project, there are a number of improvements that are required to the existing signage and wayfinding suite, in particular:

- We have regular feedback from our visitors that when first entering the East Court, it is hard to navigate where the Ice Rink and Theatre entrances are located;
- Since the Ice Rink entrance has been re-established through the East Court, visitor flow in and around the rink has become confused;
- Clients and promoters have indicated some clearer back-of-house signage would help with arrivals

In addition, to capitalise on the success of our pizza offer in the Phoenix Bar and Kitchen, we propose to update the signage and refresh the pub exterior, painting all woodwork (doors and windows) to match the eastern end of the building.

Finally, we propose some additional advertising panels to be installed in the East Court and the Ice Rink. The artwork design document included in this application is indicative of the types of advertising proposed; a variety of our core messages and activities. The artwork can be easily changed around programming, whilst maintaining the Alexandra Palace brand colours, style and typography, in keeping with the on-building panels and site directional signage.

As with all listed building consent, planning and advert consent applications, careful consideration has been given to the impact the proposed signage improvements have on the Palace and the listing. The proposed signage has been sensitively designed to reflect the heritage and modern-day use of the building, as outlined below and in the attached documentation.

The Design Process

The signage and wayfinding improvements proposed are all in line with the 2019 brand guidelines – all colours, tones, typography and materials are already present on site. The redecoration works proposed for the Phoenix will be identical to the approved palette of colours on the East Wing project (HGY/2018/1232: Approval of details pursuant to condition 8a ((East Court) decorative finishes details, (East Court) ironwork details, (East Court) paint finishes details) attached to Listed Building Consent HGY/2014/3291.)

Amount

The proposal is for 16 elements of new signage and redecoration works on the external areas of the Phoenix Bar and Pizzeria.

Use

The signage and wayfinding improvements will welcome, guide and inform visitors whilst updating and unifying the overall look and feel on site, in line with the site-wide brand refresh.

Layout

The signage and wayfinding improvements are located around the site – please see the Signage Presentation Deck for further details.

Scale

Item 1: East Court What's On boards

Height from ground: 1950mm

Dimensions: 2660mm x 2760mm, 2670 x 2740mm, 2665mm x 2760mm

Item 2: East Court wayfinding signage

Height from ground: 6800mm

Dimensions: 2440mm x 1030mm; max height of lettering is 450mm

Item 3: Ice Rink entrance wayfinding signage

Height from ground: 6000mm

Dimensions: 1700mm x 1500mm

Item 4: Theatre entrance wayfinding signage

Height from ground: 3500mm

Dimensions: 3180mm x 3240mm

Item 5: Lightbox in Theatre Foyer lobby

Height from ground: 600mm

Light lumen levels: 2000, static

Item 6: North Yard stage door wayfinding signage

Height from ground: 3800mm

Dimensions: 4250mm x 3550mm

Maximum letter height: 50mm

Maximum projection from the building: 3mm

Item 7: North Yard loading bay wayfinding signage

Height from ground: 1500mm

Dimensions: 800mm x 400mm

Maximum letter height: 50mm

Maximum projection from the building: 3mm

Item 8: Phoenix Bar and Pizzeria – new signage

Height from ground: 6000mm

Dimensions: 10025mm x 2800mm

Maximum letter height: 300mm

Maximum projection from face of building: 10mm

Externally lit with linear LED lighting detail, max 250cd per lumen, max 9500mm

Item 10: Ice Rink wayfinding signage

Dimensions: 3000mm x 6000mm

Additional Documents

1. Design, Access & Heritage Statement
2. Signage Presentation Deck
3. Site Location Plan