

Advertisement Consent and Listed Building Consent applications for updates to on-building panels,
Alexandra Palace, Alexandra Palace Way, London N22 7AY

Introduction

Alexandra Palace is a Grade II Listed building located within a Conservation Area. A significant proportion of the East Wing of the building, comprising the East Court and the Victorian Theatre, benefited from a major restoration project which was completed in late 2018. The East Court has been reimagined as a main public arrival and gathering space, and the Theatre revitalised as an adaptable theatrical space for a range of events and activities.

In May 2023, Alexandra Palace celebrated its 150th birthday. There have been various activities, events, and interventions over the past 10 months to commemorate this milestone – one of which being the creation of the *By the People* programme, led by the Trust's in-house Creative Learning Team.

The *By the People* Programme's focus is to recognise, elevate, discuss and celebrate peoples' connections to Alexandra Palace, past and present. Topics will include heritage, diversity and place, and will culminate with the unveiling of a major new exhibition, *By the People: 150 Lifetimes* which culminates in the creation of a giant photo mosaic which will be displayed on the interpretation cubes in the East Court interpretation zone.

One strand of the *By the People* project focusses on specific groups of individuals who contribute towards the Palace in the present day, and the intention is to present this work externally, updating and replacing the current on-building panels and artwork located around the eastern end of the building.

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

The Design Process

Working with our in-house designer and in collaboration with Helen Marshall, the artist commissioned on the *By the People* project, the on-building panels will consist of a simple design of colour headshots of individuals, all set against the same background, with some discreet copy to provide some context.

The on-building panels will be used to animate the site, informing passers-by and visitors of the *By the People* campaign, and will include a call to action to donate or volunteer.

Amount

The proposal is for 12no on-building panels in varying sizes and shapes. The majority of these panels are replacement images for existing ones. Please see the information in the Panel Presentation Pack document submitted in support of this application.

Use

The on-building panels will have several complementary uses. They will welcome and inform visitors of the *By the People* project and celebrate the groups of people that make Alexandra Park and Palace come alive. By using them across the eastern end of the site, from the covered colonnade (nos. 1, 2, 3 in the Panel Presentation Pack) round to the BBC fire escape tower (nos. 10, 11, 12), it will unify the look for this part of the site. Upgrading and refreshing external panels will continue to mitigate against the false perception that the Palace is closed or derelict.

Layout

The layout of the on-building panels is illustrated in the Panel Presentation Pack submitted with this application.

Scale

The designs of the on-building panels are in keeping with the scale of the Palace building and have been designed to complement the existing fabric. Details of the sizing can be found in the Panel Presentation Pack document submitted with this application.