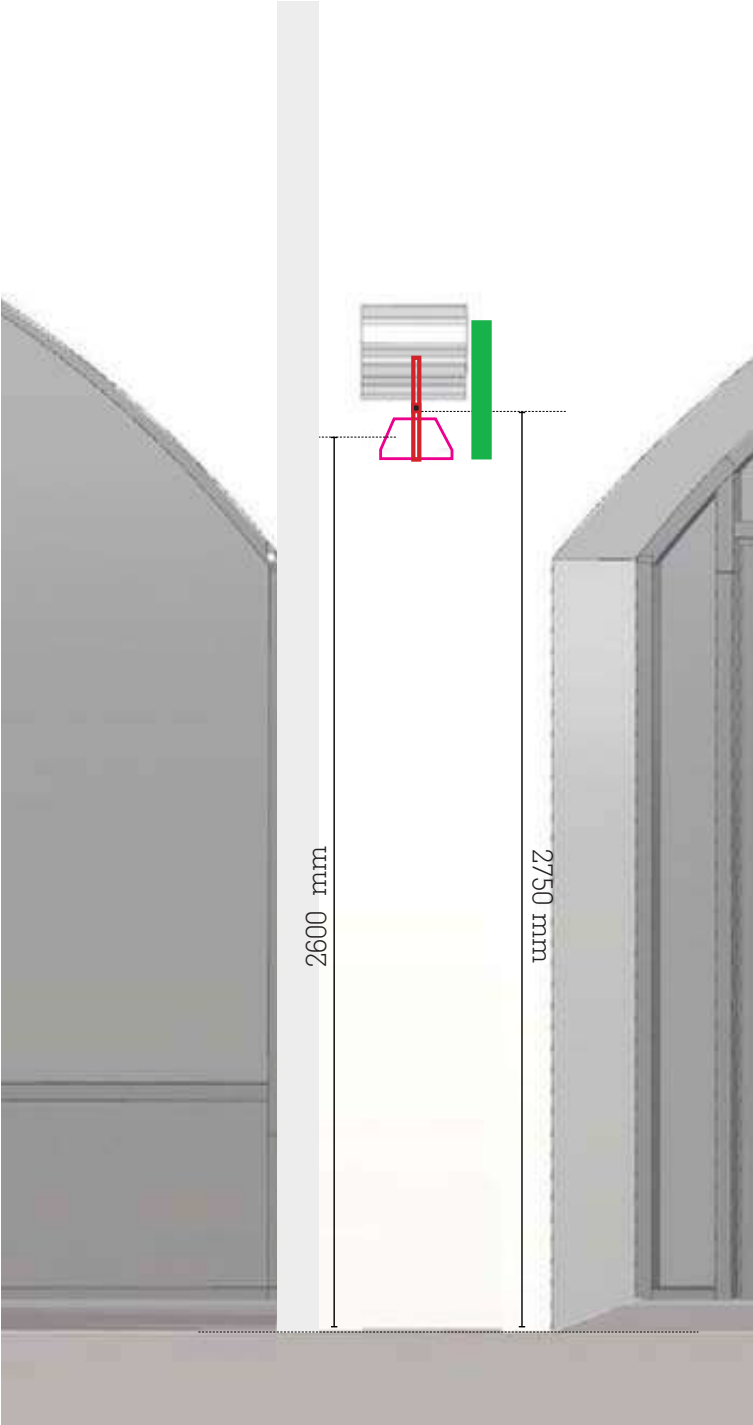


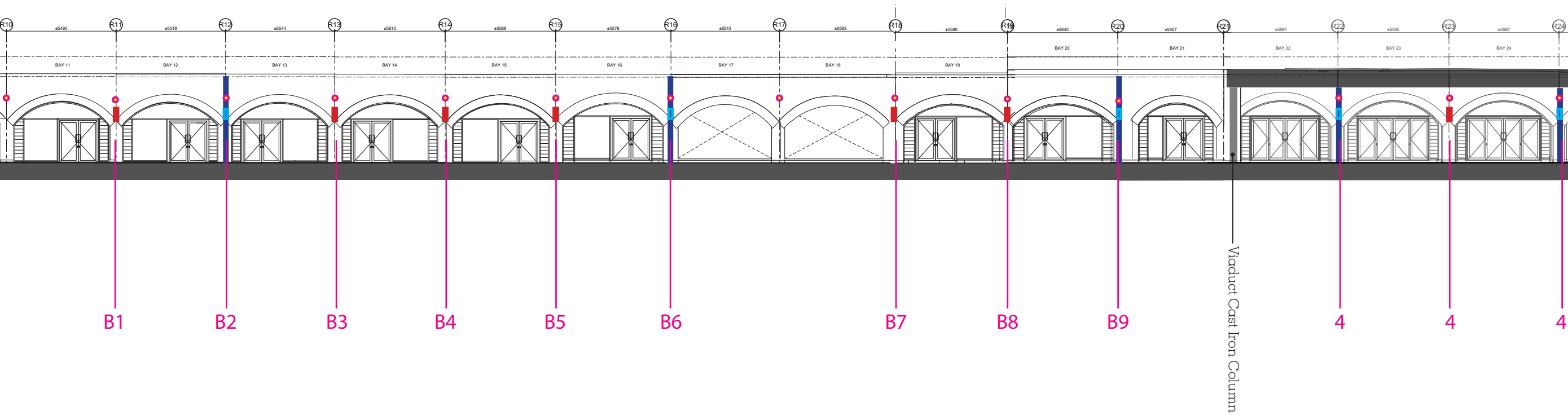
Western Coal Drops
Viaduct Level / East Elevation



Western Wharf Road Arches - North Elevation

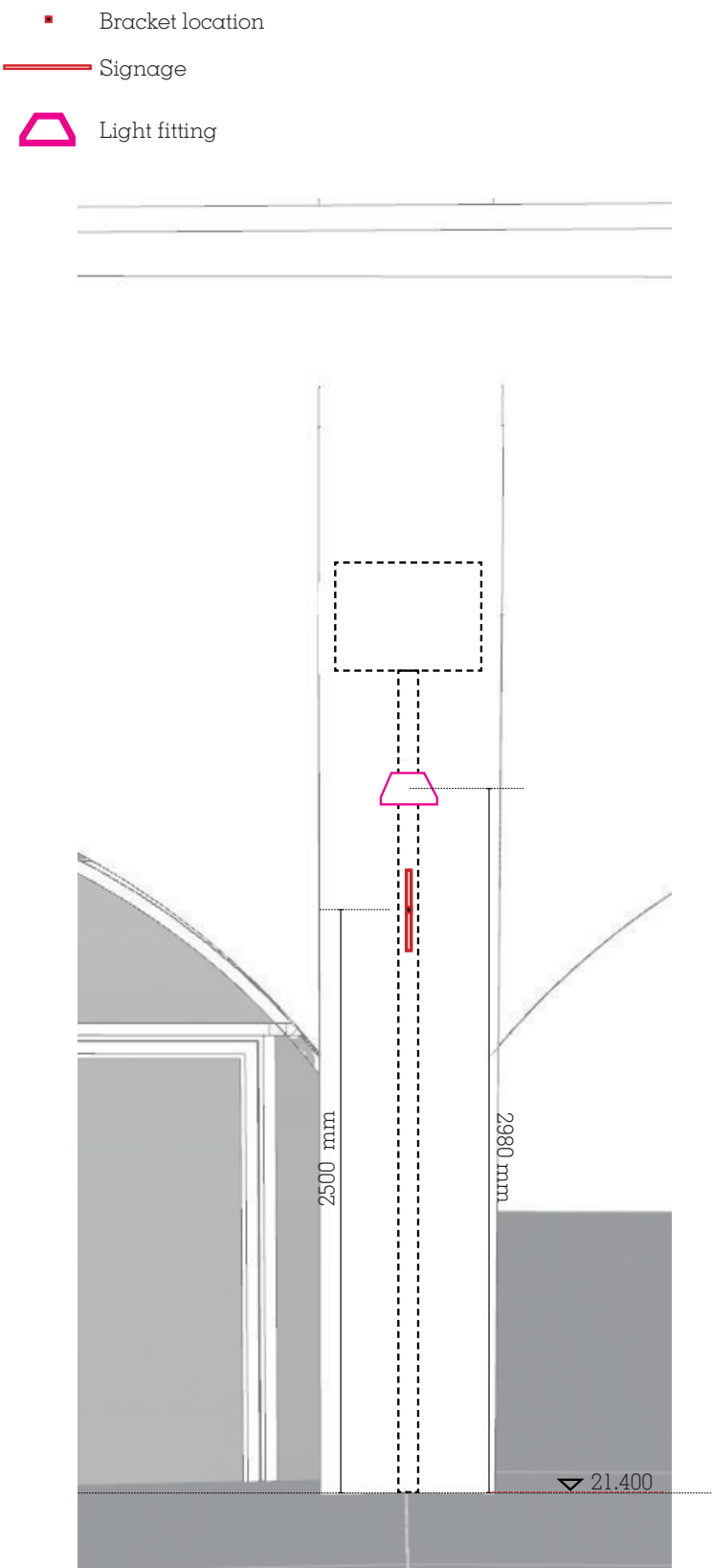
Projecting Signage

- Wall mounted signage
- Light fitting
- Downpipes
- Signage with bracket connecting to RWP

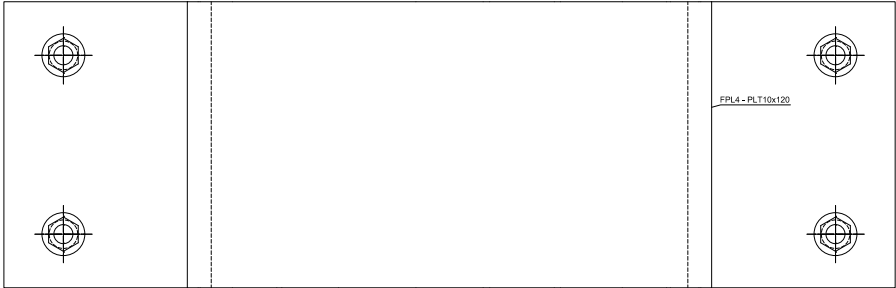


One projecting sign is permitted per retail occupier, per elevation, per level.

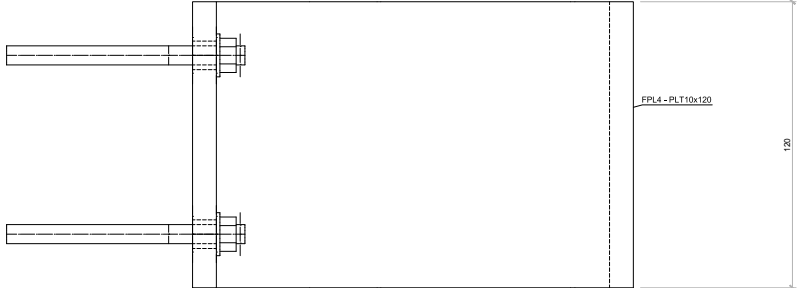
Western Wharf Road Arches Yard Level / North Elevation



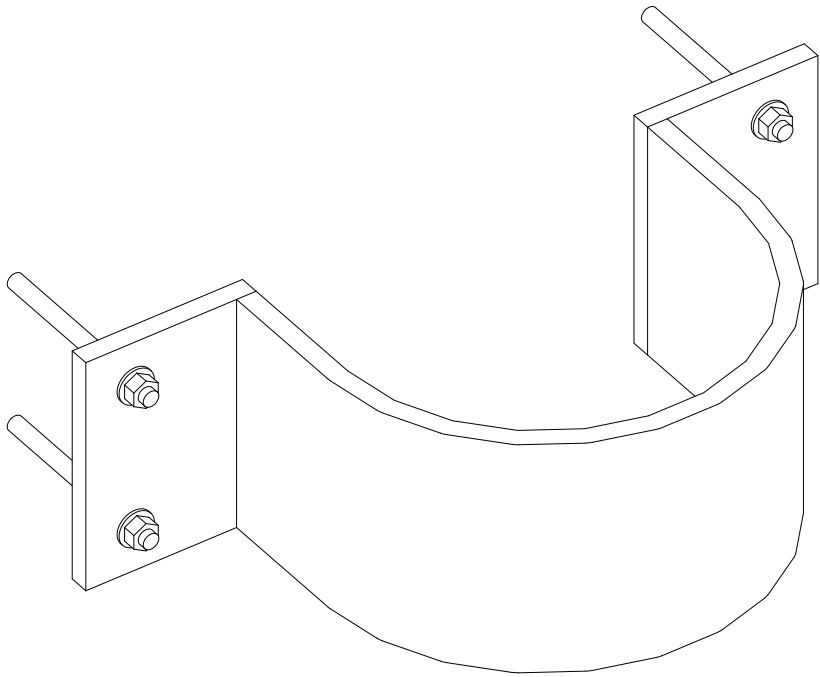
Methods of fixing Rainwater Pipe Bracket Various Locations



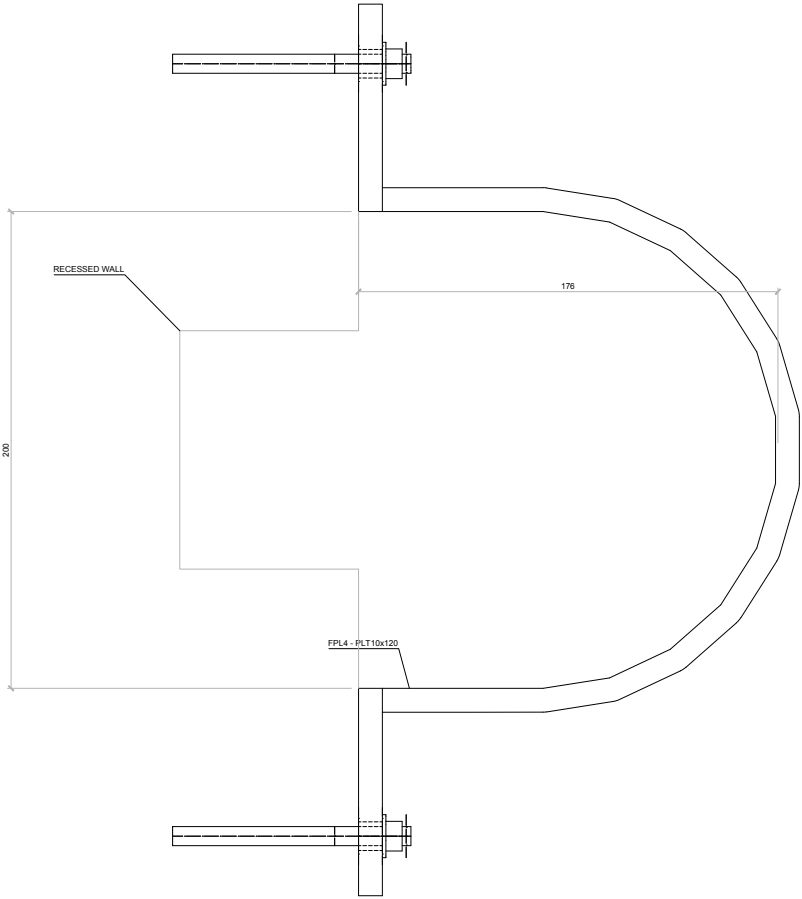
1:1 - ELEVATION
BRICKWORK SHOWN FOR REFERENCE



1:1 - SECTION
BRICKWORK SHOWN FOR REFERENCE



1:1 - 3D VIEW



1:1 - PLAN ON SIGNAGE BRACKET

Building Mounted Signage

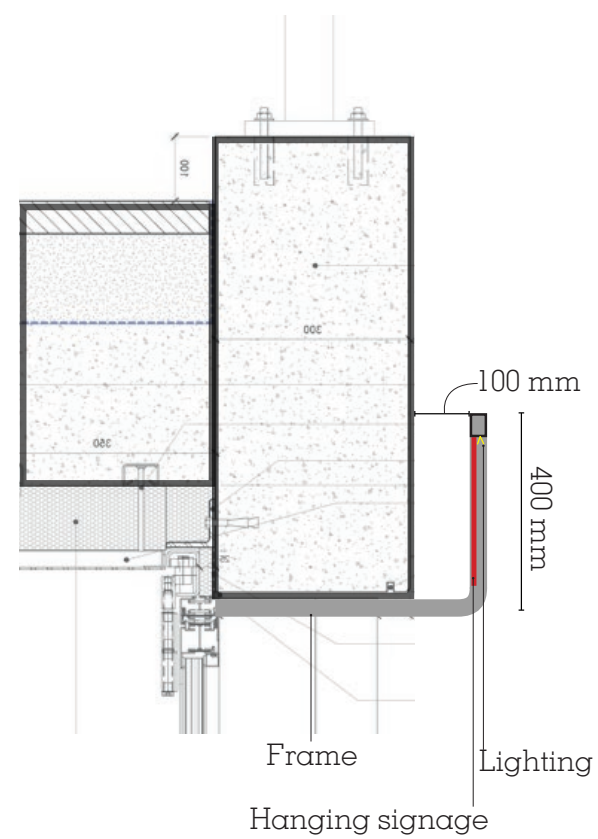
The third type of signage within the CDY for which approval is sought is for the installtion of a panel to house retail signage that is mounted against the external elevation of Lower Stable Street.

The building mounted signage proposed is limited to signage panels located along the west elevation of the newly constructed retail units on Lower Stable Street.

The smaller retail units along Lower Stable Street are likely to have a higher turnover than the rest of the units within the CDY; the nature of these units is that they will comprise smaller operators, some of the retailers may be opening their first shop.

As such, the signage provided for these tenants needs to be flexible and easily modified. The proposed approach here is therefore to install fixed panels onto which a branded vinyl, designed by the retailer, can be easily applied. The proposed design of the signage panel is illustrated on the following page.

Lower Stable Street Yard Level / West Elevation



Steel frame to be fixed back to soffit concrete, to be same thickness and colour as shopfront framing.



Signage Zones Behind Glazing

The proposals for the shopfronts within the Coal Drops Yard were subject to extensive pre application discussions and workshops between Argent, officers from the London Borough of Camden, Historic England and Heatherwick Studio. The approved proposals reflect the desire to ensure that the buildings retain their original character and that the minimum amount of historic fabric is removed or affected by the works. The shopfronts are set back within the arches, allowing the legibility of the building to be forefront. A number of shopfront types were designed to form a 'family' with consistent materiality, colour and detailing, and differing in terms of the door positions, louvre size/location and whether the door is set back further into the retail space. The Design and Access Statement submitted with the suite of submissions for the CDY detail this further.

The aspiration for the CDY is to create a 'street like' feel within the space, rather than a more homogenous, shopping centre feel. The family of shopfronts reflect this aspiration, and the revised signage zones within this application further supports this aspiration.

As the signage will be located behind the glazing, these revisions benefit from deemed consent, however we include the revision within this document, for information, and to give a full picture of the signage strategy for the Coal Drops Yard that has been developed and discussed alongside planning, heritage and urban design officers from the London Borough of Camden.

In order to avoid a monotonous approach to signage within the Coal Drops Yard, a variety of signage designs and positions amongst the retail occupiers is considered to be a preferable approach. A number of defined zones behind the glazing of each shopfront and window type - indicated by the areas shaded pink, green and yellow within the elevation drawings below. The retail occupier will be permitted to use only one of the zones within each shopfront. Furthermore it is not intended that each retailers' signage will accommodate the entire zone. To ensure visibility into shops, allowing the internal historic fabric of the building to be viewed and appreciated, and to create active and interesting frontages, we are limiting the signage to a maximum % coverage of solid elements. This limit is specific to each shopfront type and is set out on the elevation drawings below.

The signage zones are the areas behind the glazing within the shopfronts that each tenant of the CDY will be allowed to locate their logo or signage. The approvals for the CDY permit signage zones behind the glazing of the shopfronts, above the doors. The revised signage zones within this application show the tenant logo or signage, located behind the glazing of the shopfronts either above the door or beside it, but only within a certain maximum percentage of the glazing.

These proposals have been discussed during pre application meetings with officers of the London Borough of Camden and agreed to be acceptable. The precise locations, size and design of all tenant signage within the Coal Drops Yard, as in the King's Cross Central site as a whole, is continuously managed and monitored by King's Cross Central Limited Partnership, as landlord, through a robust set of design guidelines and principles, including those set out below.

Signage Design

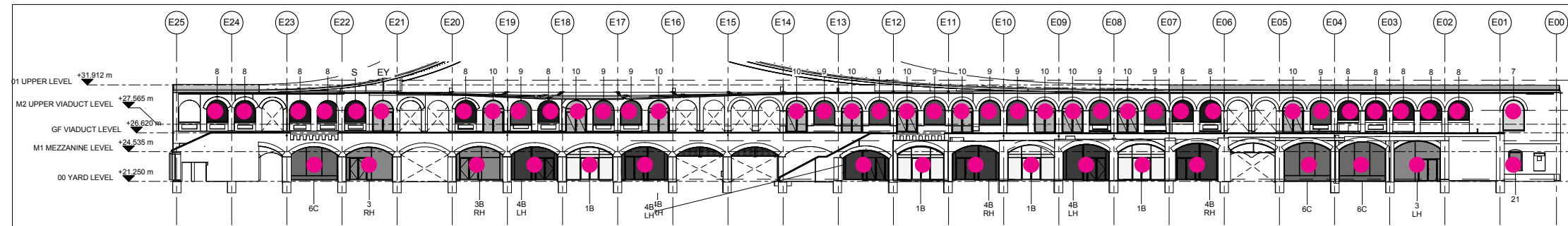
Signage behind glazing at Coal Drops Yard will be required to adhere to the following design principles:

- Signage must be located behind the glazing. It cannot be attached to the glazing. It can be hung from the ceiling or from a wall, and where relevant must be fixed into the mortar only, not brickwork.
- The sign must be located within the approved signage zone, within which its solid components may occupy no more than the specified % of that signage zone (see diagrams on following pages).
- Signage should be designed with individual character and crafted to a high quality.
- Signage may take the form of individual 3D face lit letters. Large solid fascia panels and back lit panels are not permitted. Vinyls and neon style lighting (LED only) may be permitted providing other design requirements relating to character and design are met.
- External lighting of the sign must be discreet and integrated, with cabling not visible on the shopfront or building.

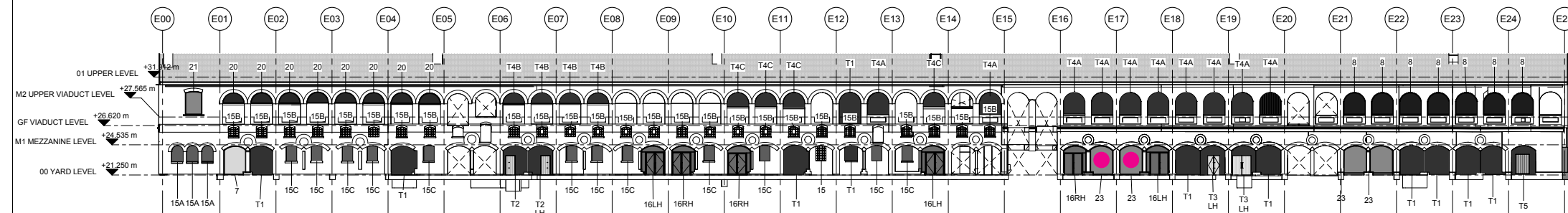
A 'shopfront overview' drawing and a series of shopfront and window type elevation study drawings are included in the following pages, showing the location and details of the proposed signage zones, one for each shopfront type and window type for which advertising consent for the signage zones is sought.

The window 'types' on the drawings that follow relate to the types as shown on the Shopfront Overview Drawing also enclosed with this submission and shows where each shopfront is located along the elevations, for information.

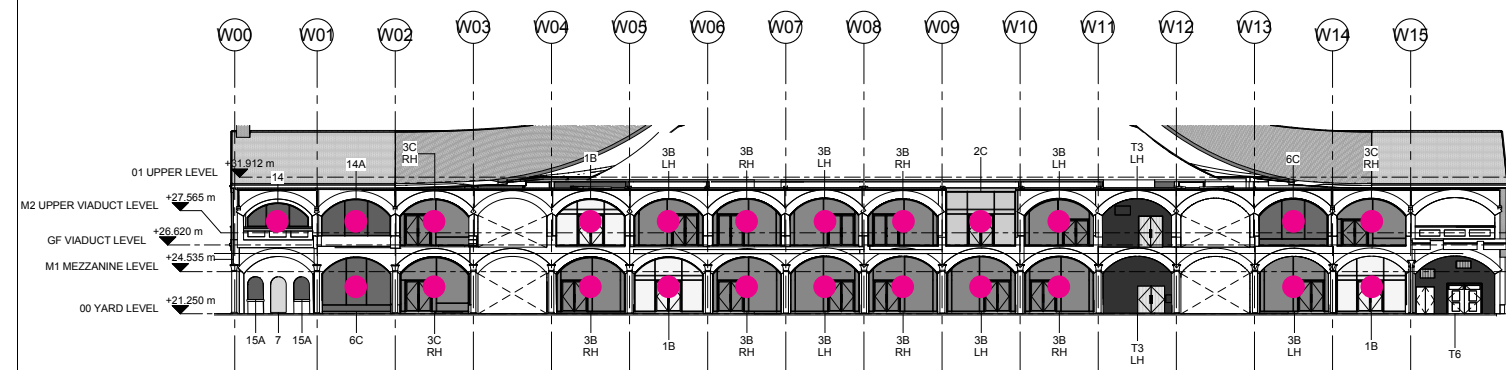
Shopfront Overview



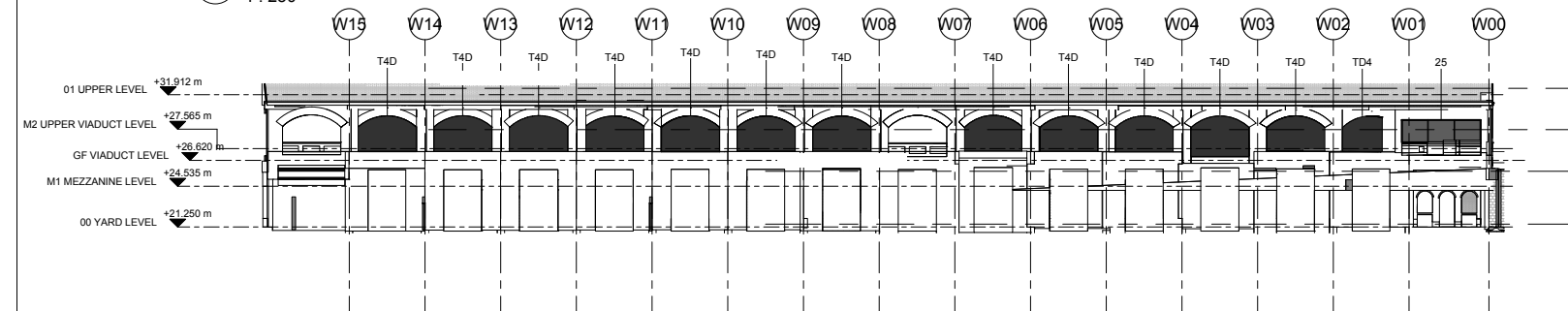
3 M2-West Elevation
1 : 250



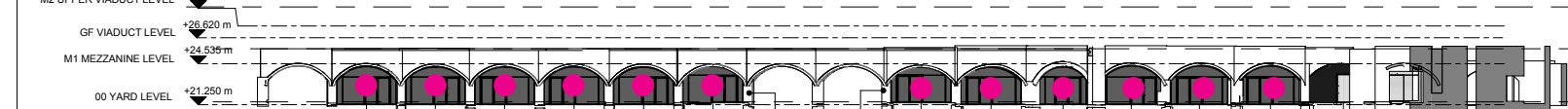
5 M2-East Elevation
1 : 250



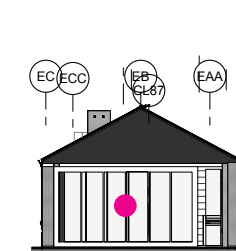
4 M1- East Elevation
1 : 250



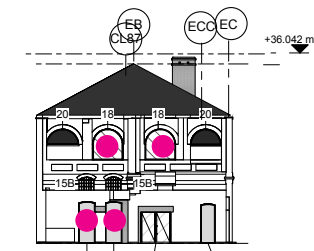
6 M1-West Elevation
1 : 250



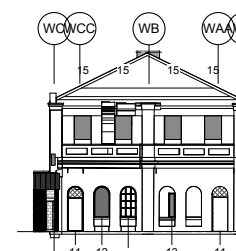
1 I2-South Elevation
1 : 250



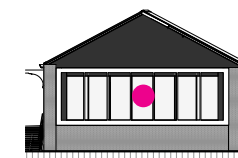
M2 North Gable Elevation.



M2-South Elevation



M1- South Elevation



M1 North Gable Elevation.

Key

● Proposed Signage Zones

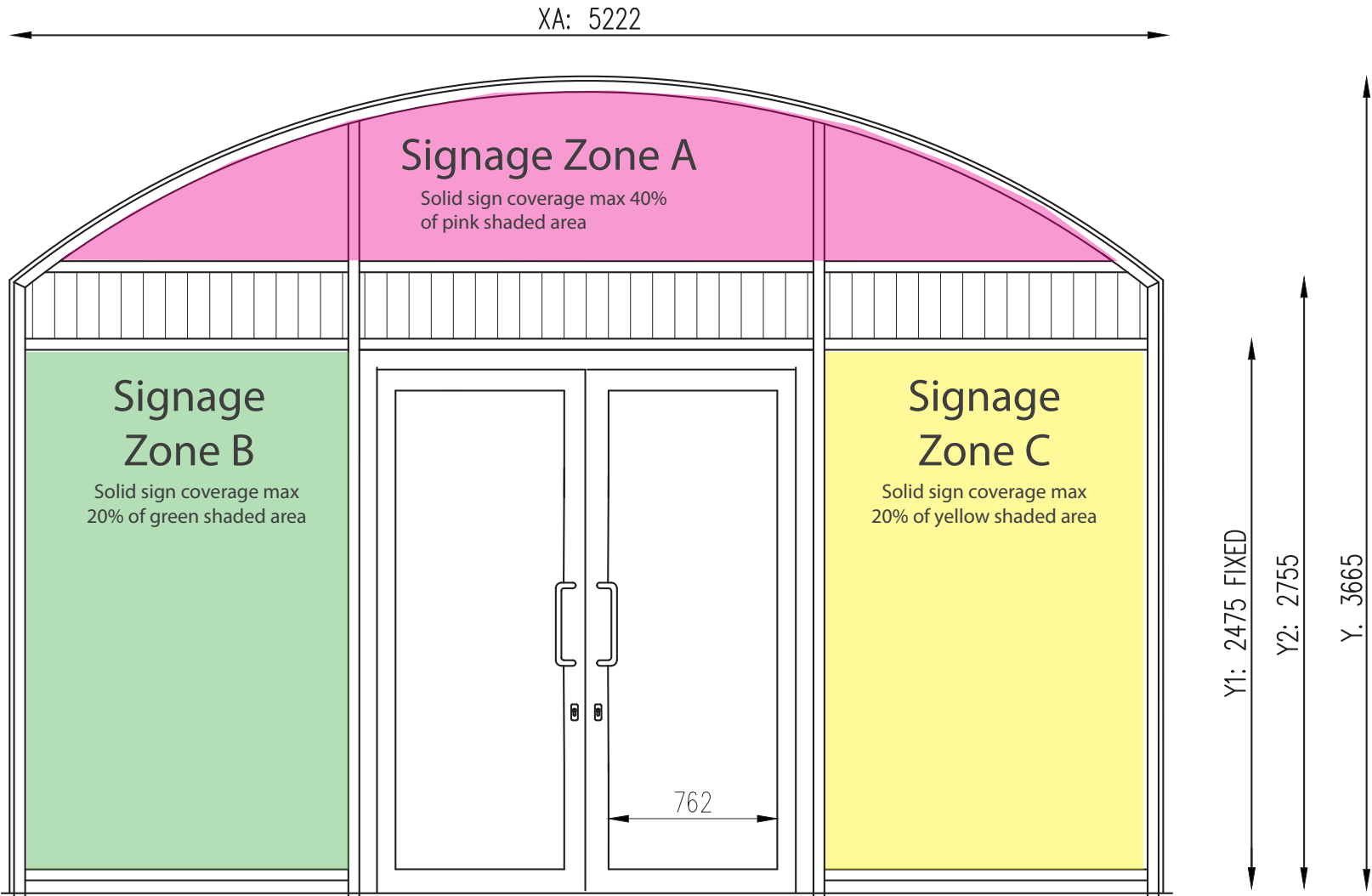
See following pages for more details on specific signage zones

Eastern Coal Drops

Yard Level / West Elevation

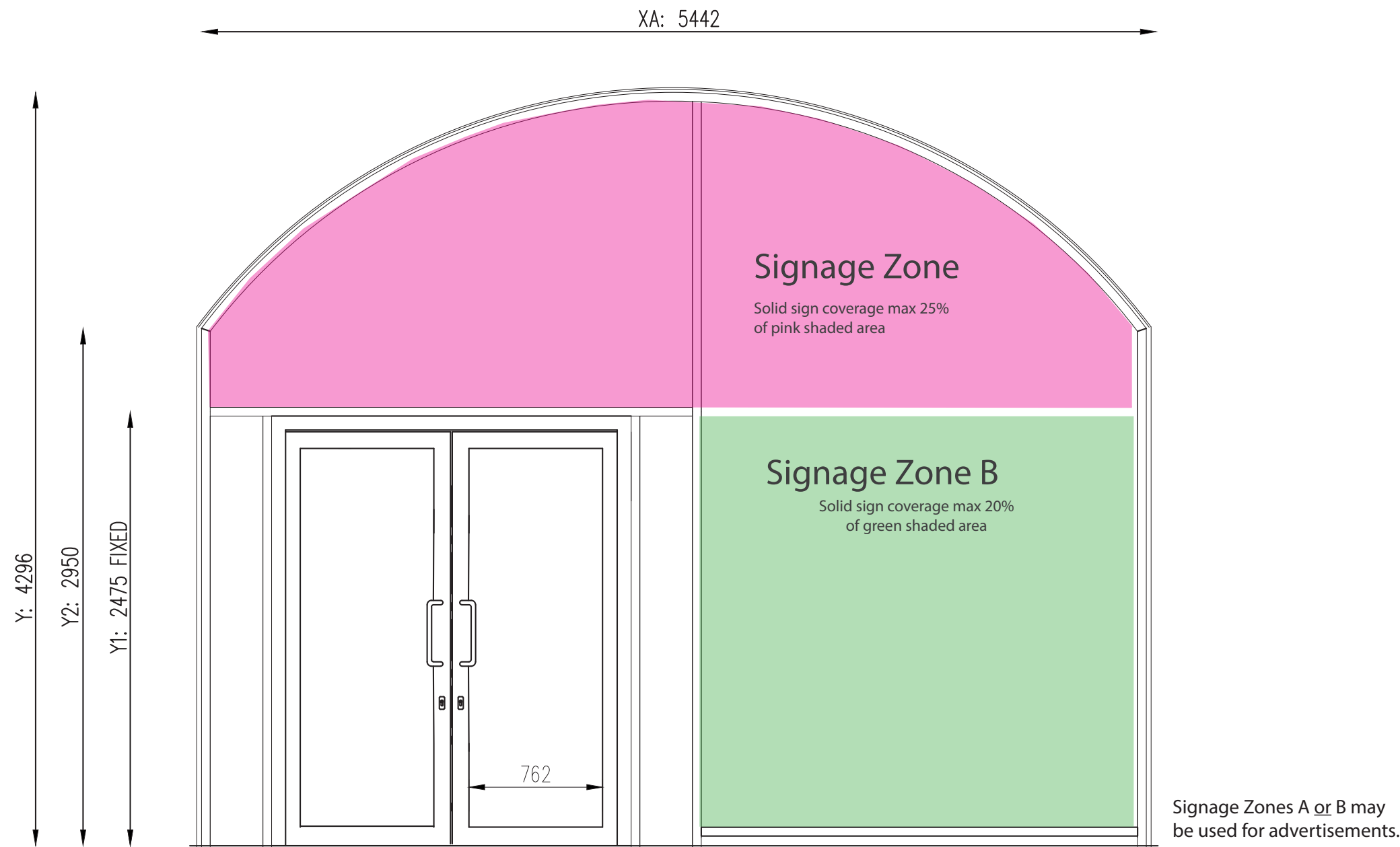
Type 1B

Signage Zones A, B or C may be used for signage



- Notes
- All dimensions are indicative only and are subject to survey of each individual shopfront on site.
 - Pushplates will be provided to the external face of all shopfronts. Handles will be provided on the internal face only.

Eastern Coal Drops
Yard Level / West Elevation
Type 3RH

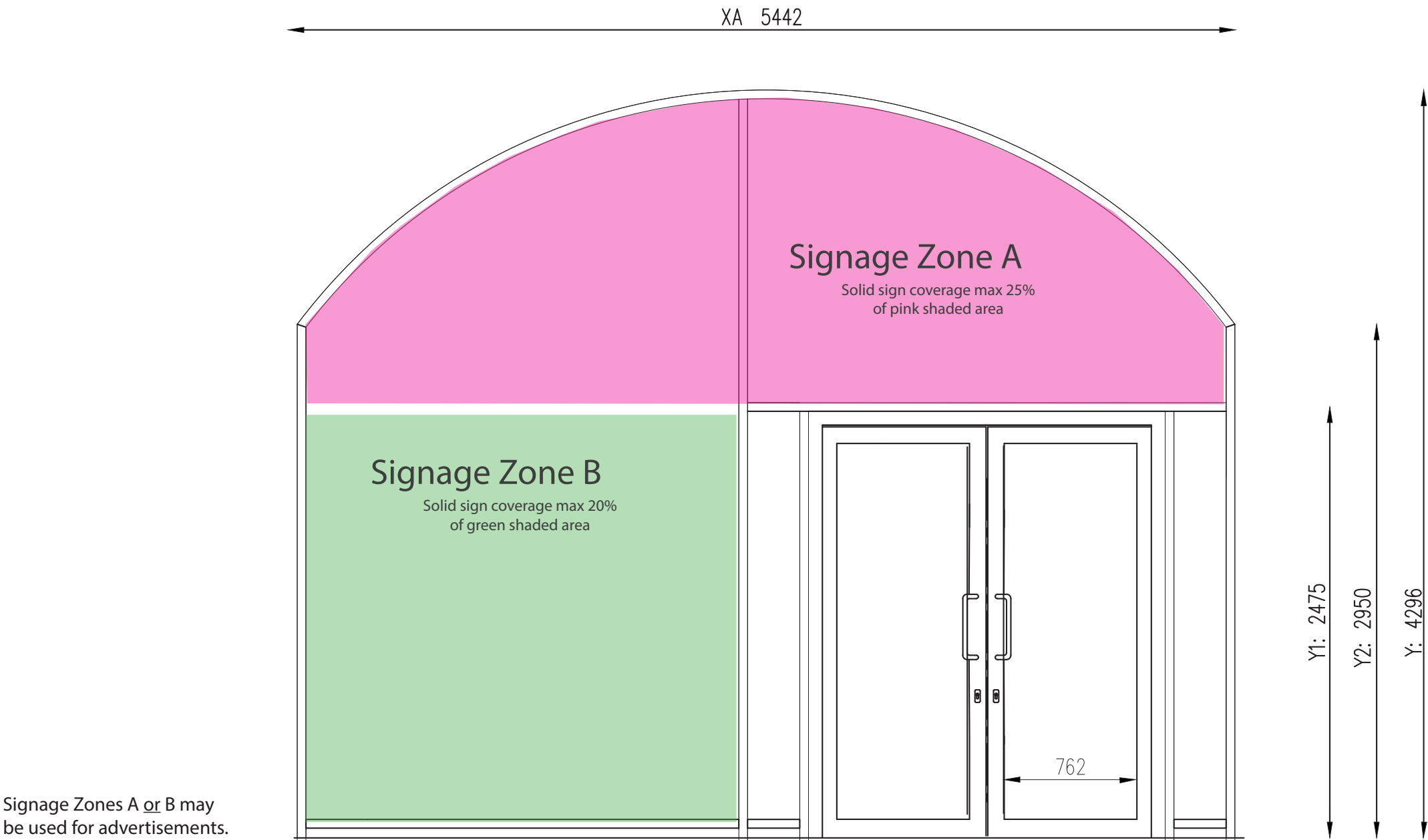


- Notes
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Eastern Coal Drops

Yard Level / West Elevation

Type 3LH

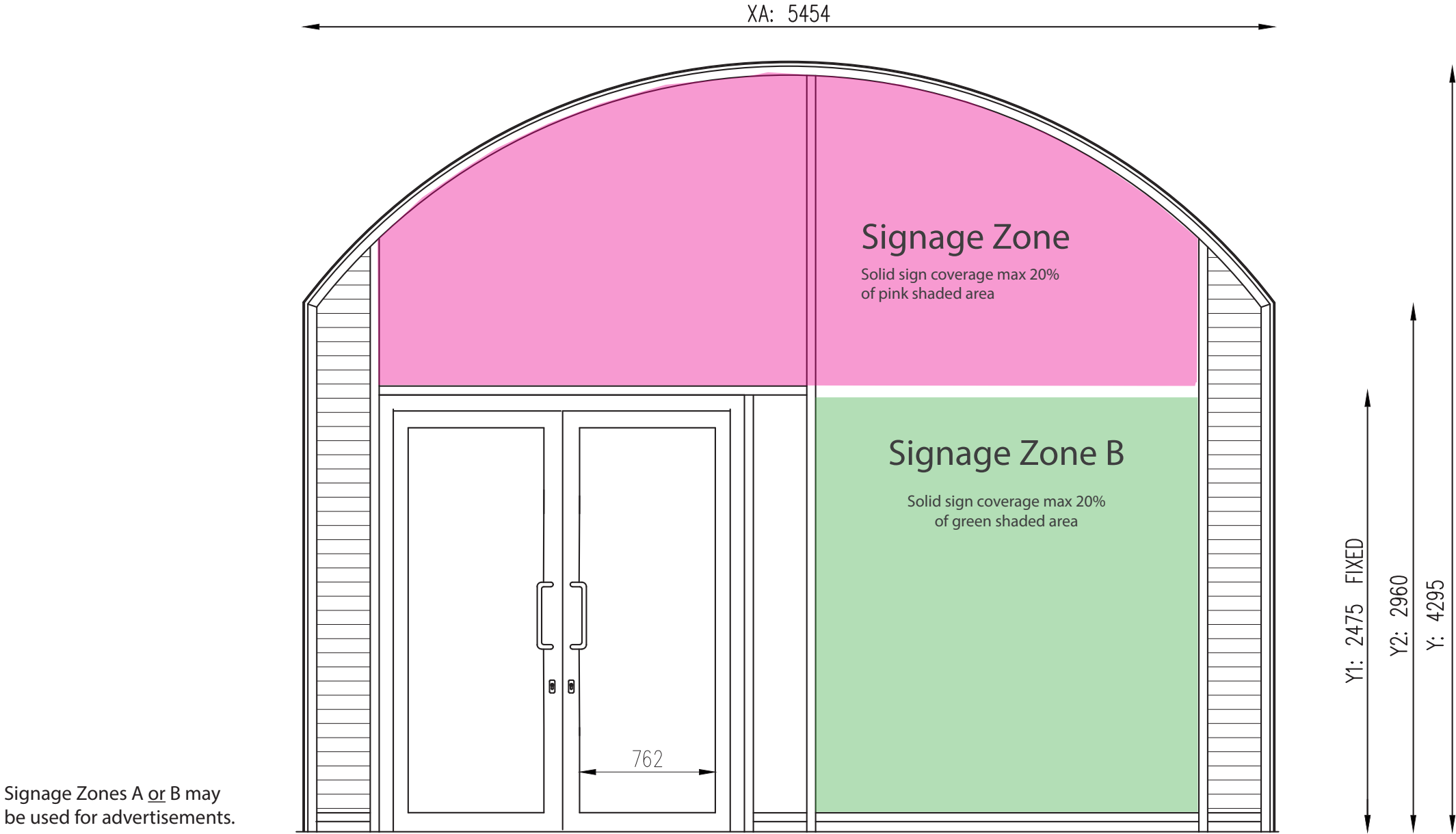


- Notes
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Eastern Coal Drops

Yard Level / West Elevation

Type 3BRH

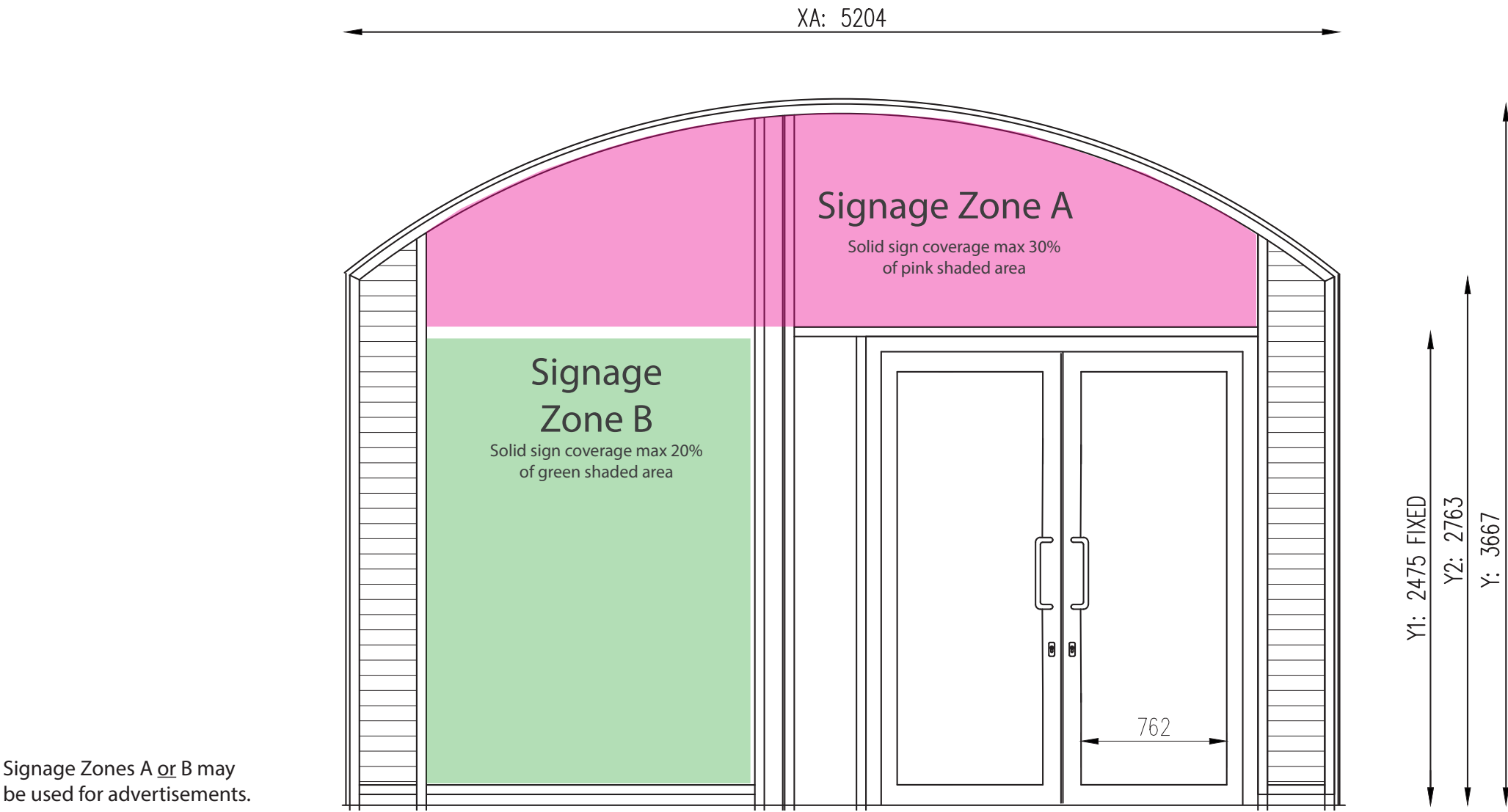


- Notes
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Eastern Coal Drops

Yard Level / West Elevation

Type 4BLH

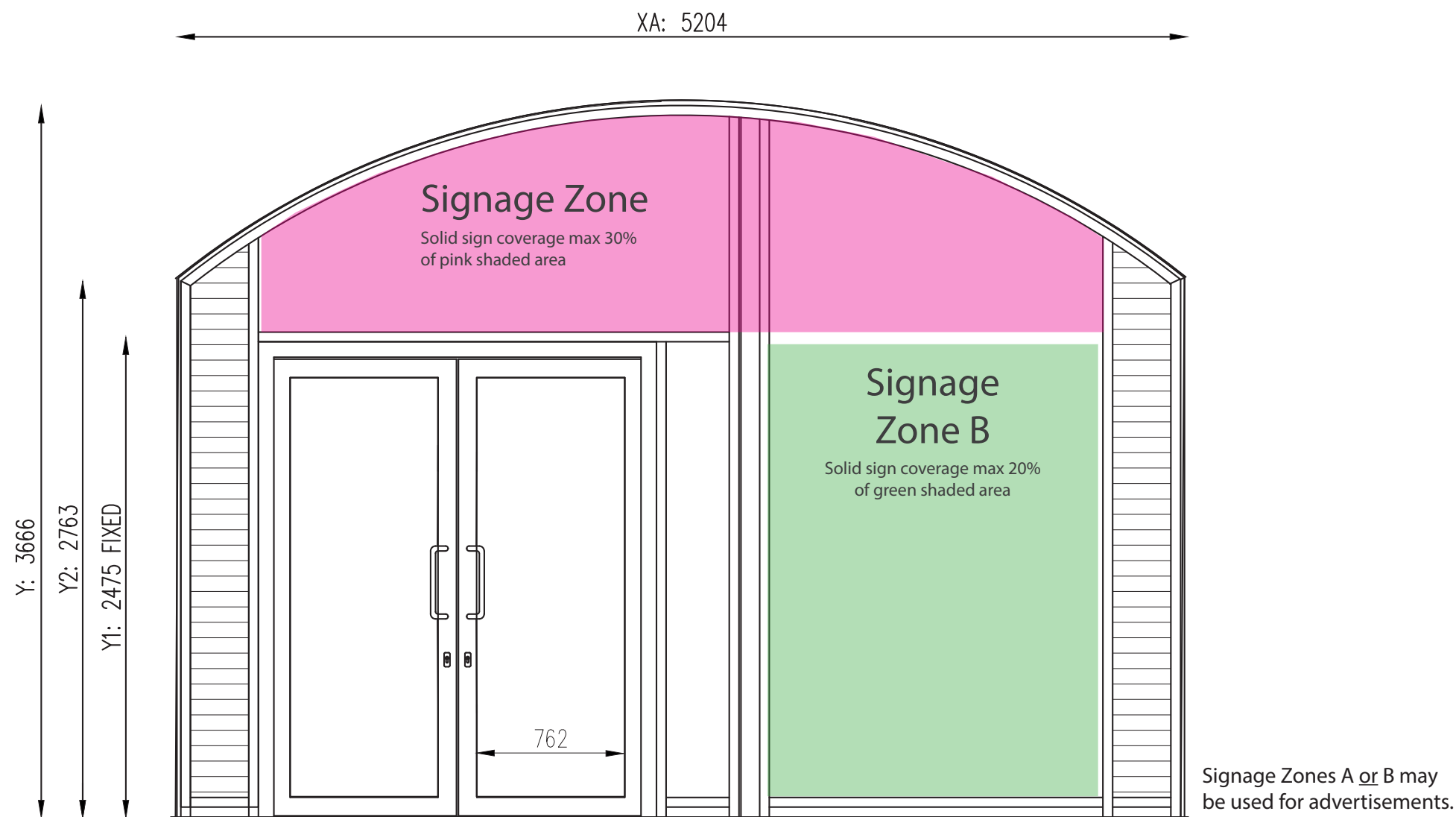


- Notes
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Eastern Coal Drops

Yard Level / West Elevation

Type 4BRH

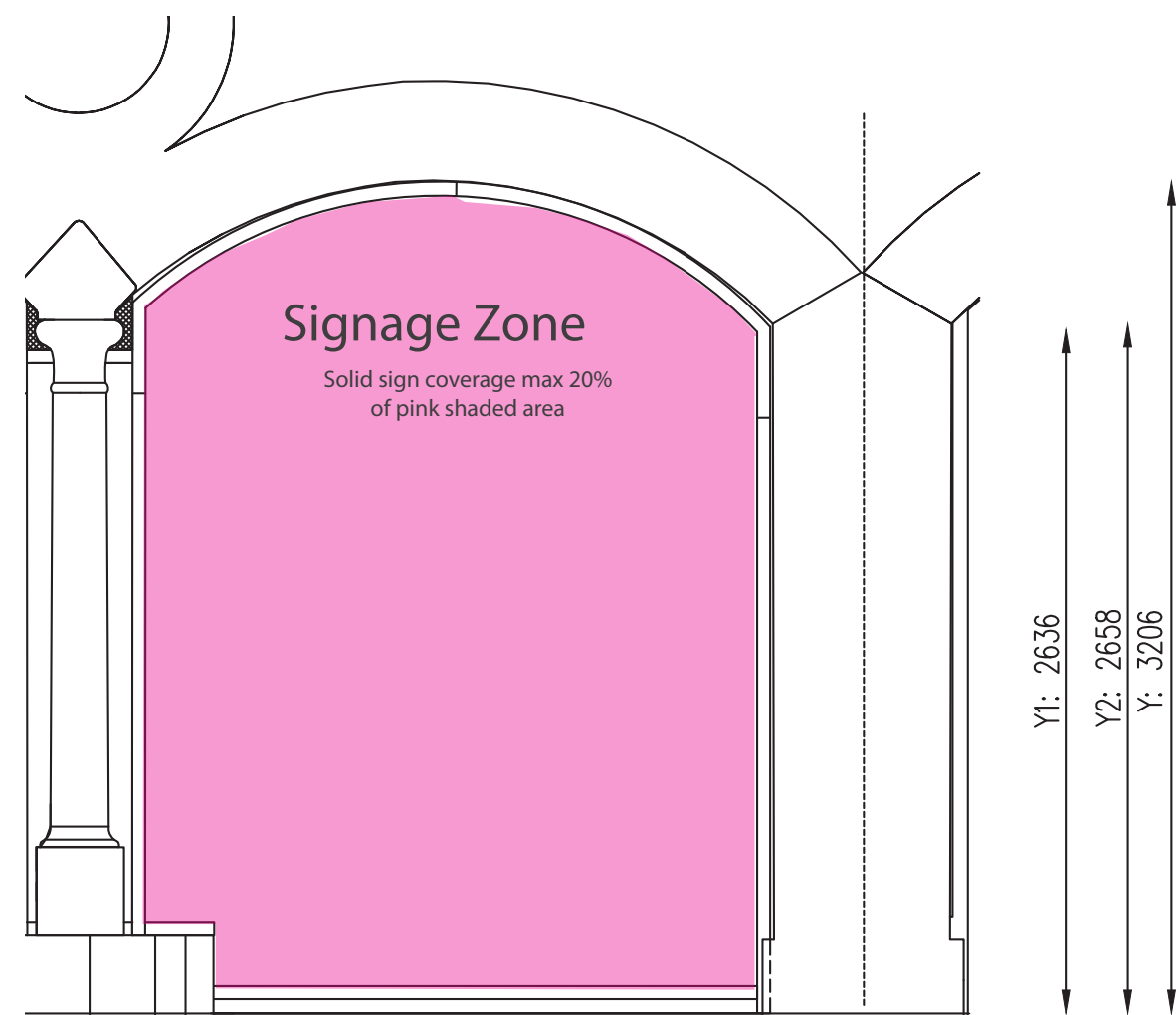


- Notes
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 - Pushplates will be provided to the external face of all shopfronts. Handles will be provided on the internal face only.

Eastern Coal Drops

Yard Level / East Elevation, Lower Stable Street

Type 23



Notes

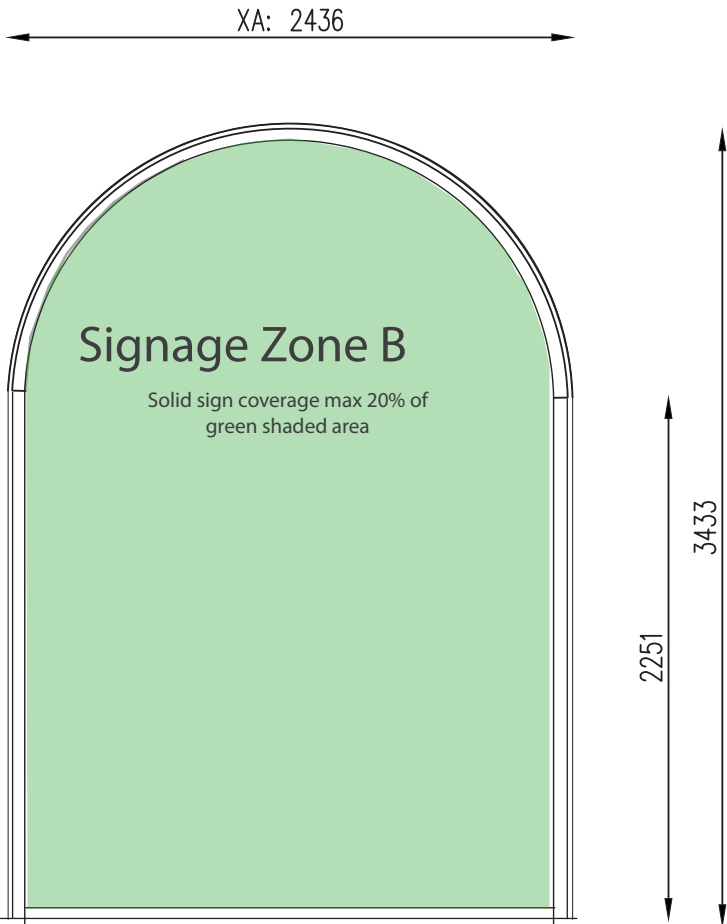
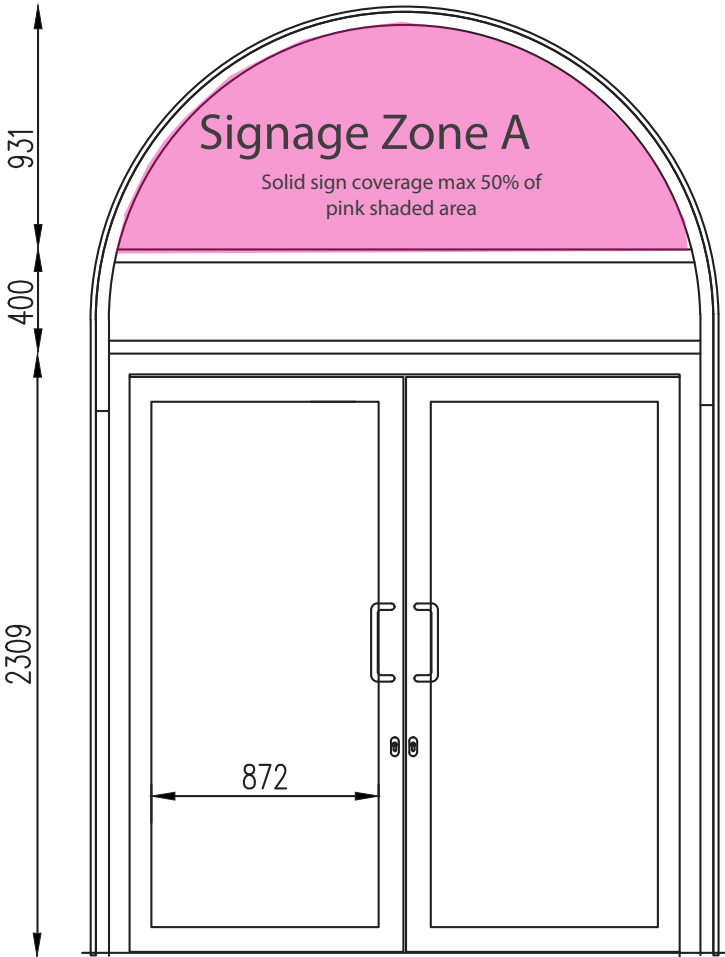
- All dimensions are indicative only and are subject to survey of each individual shopfront on site

Eastern Coal Drops

Viaduct Level / West Elevation units

Type 9&10

Signage Zones A or B may be used for advertisements.



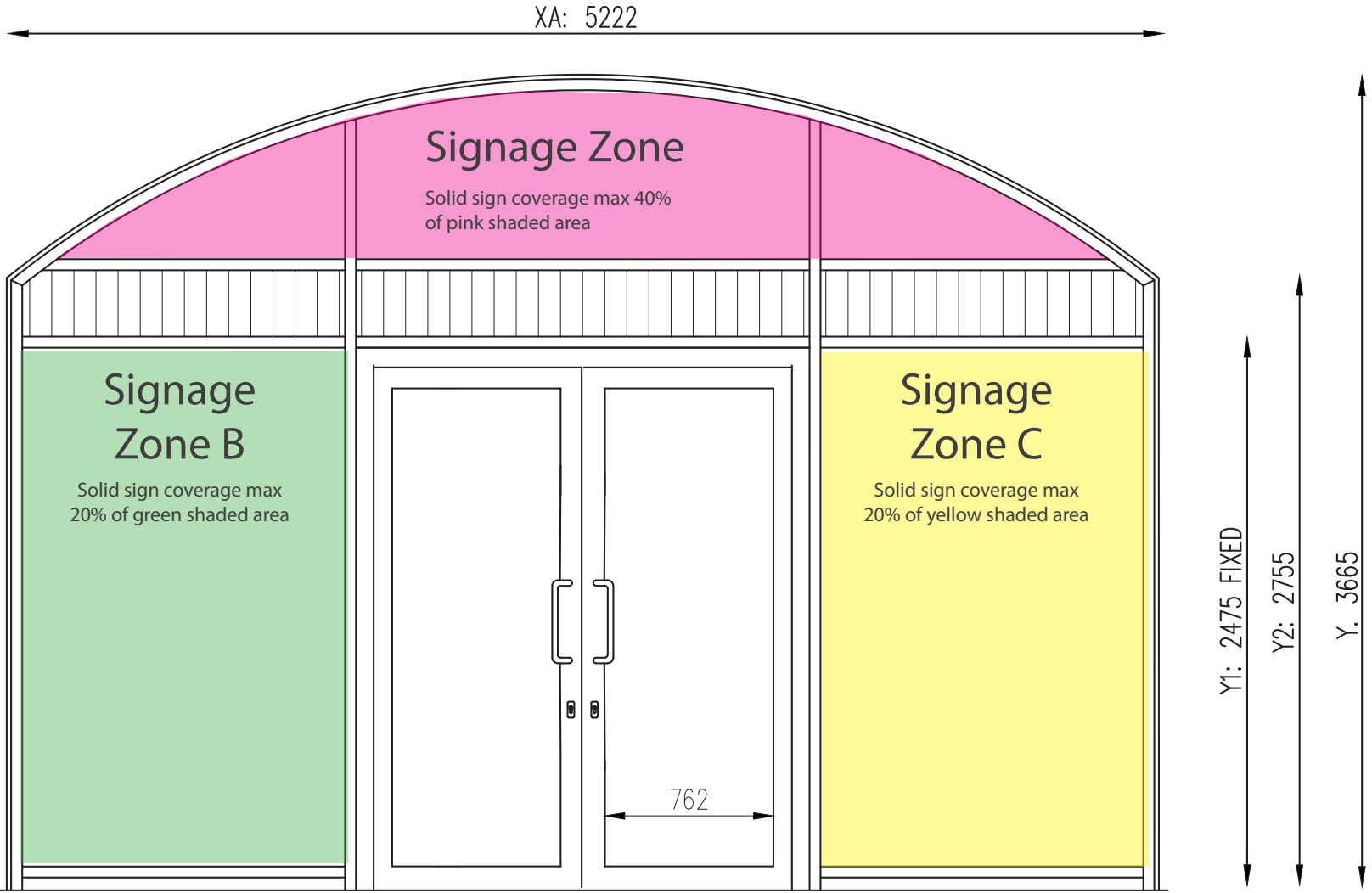
- Notes
- All dimensions are indicative only and are subject to survey of each individual shopfront on site
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Western Coal Drops and Eastern Coal Drops

Yard Level

Type 1B

Signage Zones A, B or C may be used for advertisements.



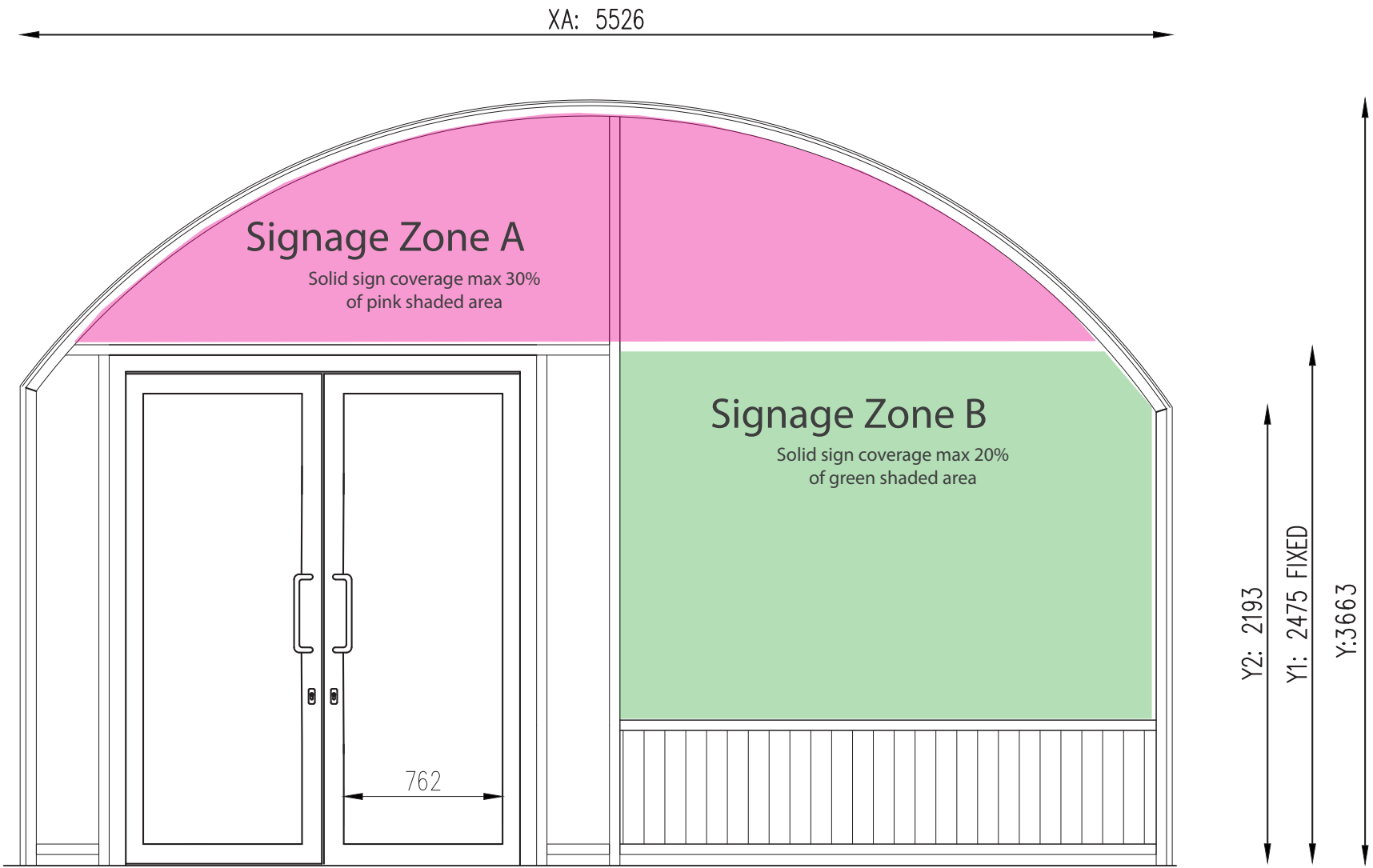
- Notes
- All dimensions are indicative only and are subject to survey of each individual shopfront on site
 - Pushplates will be provided to the external face of all shopfronts. Handles will be provided on the internal face only.

Western Coal Drops

Yard Level / East Elevation

Type 3CRH

Signage Zones A or B may be used for advertisements.

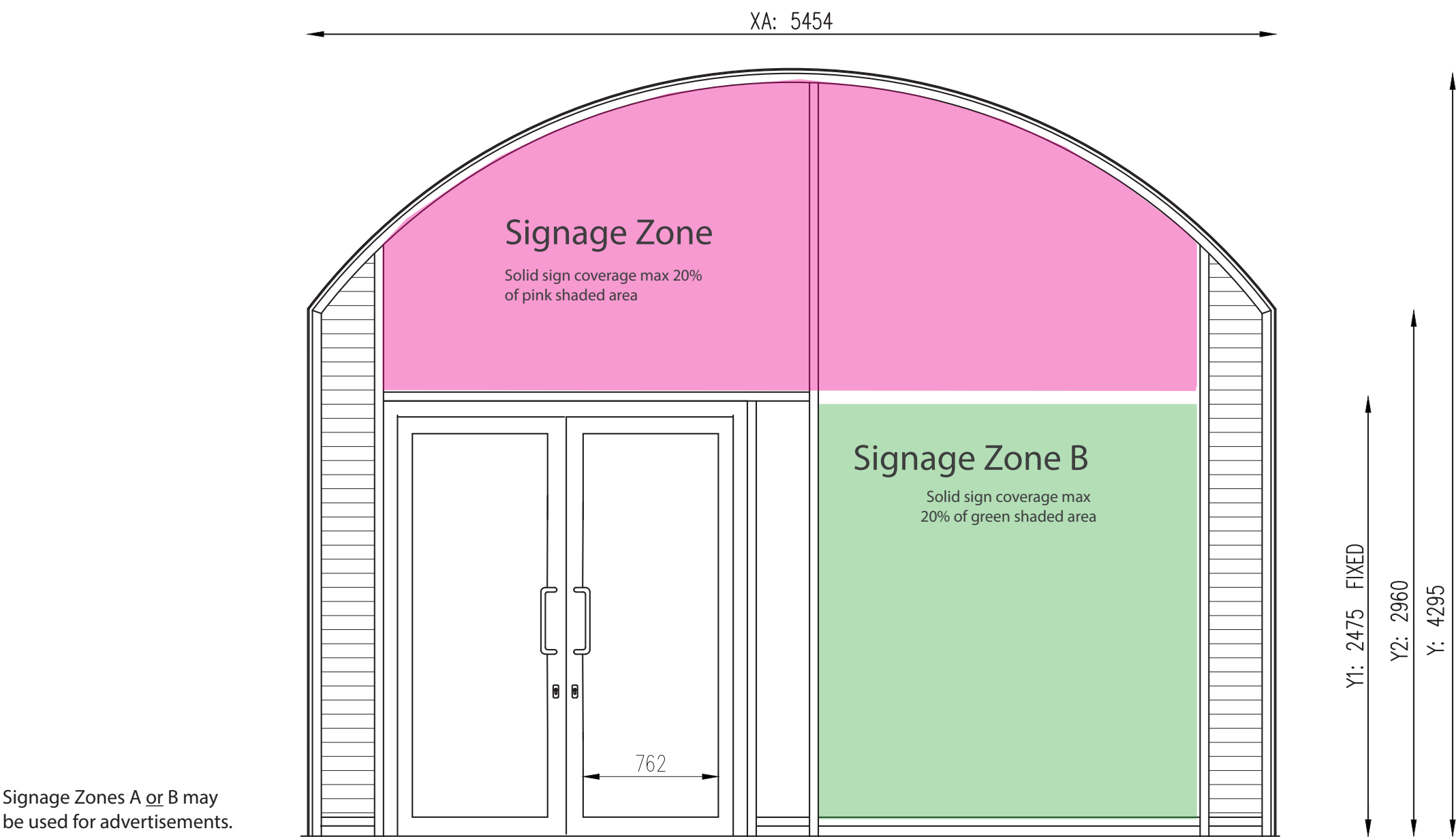


- Notes
- All dimensions are indicative only and are subject to survey of each individual shopfront on site
 - Pushplates will be provided to the external face of all shopfronts. Handles will be provided on the internal face only.

Western Coal Drops

Yard Level / East Elevation

Type 3BRH



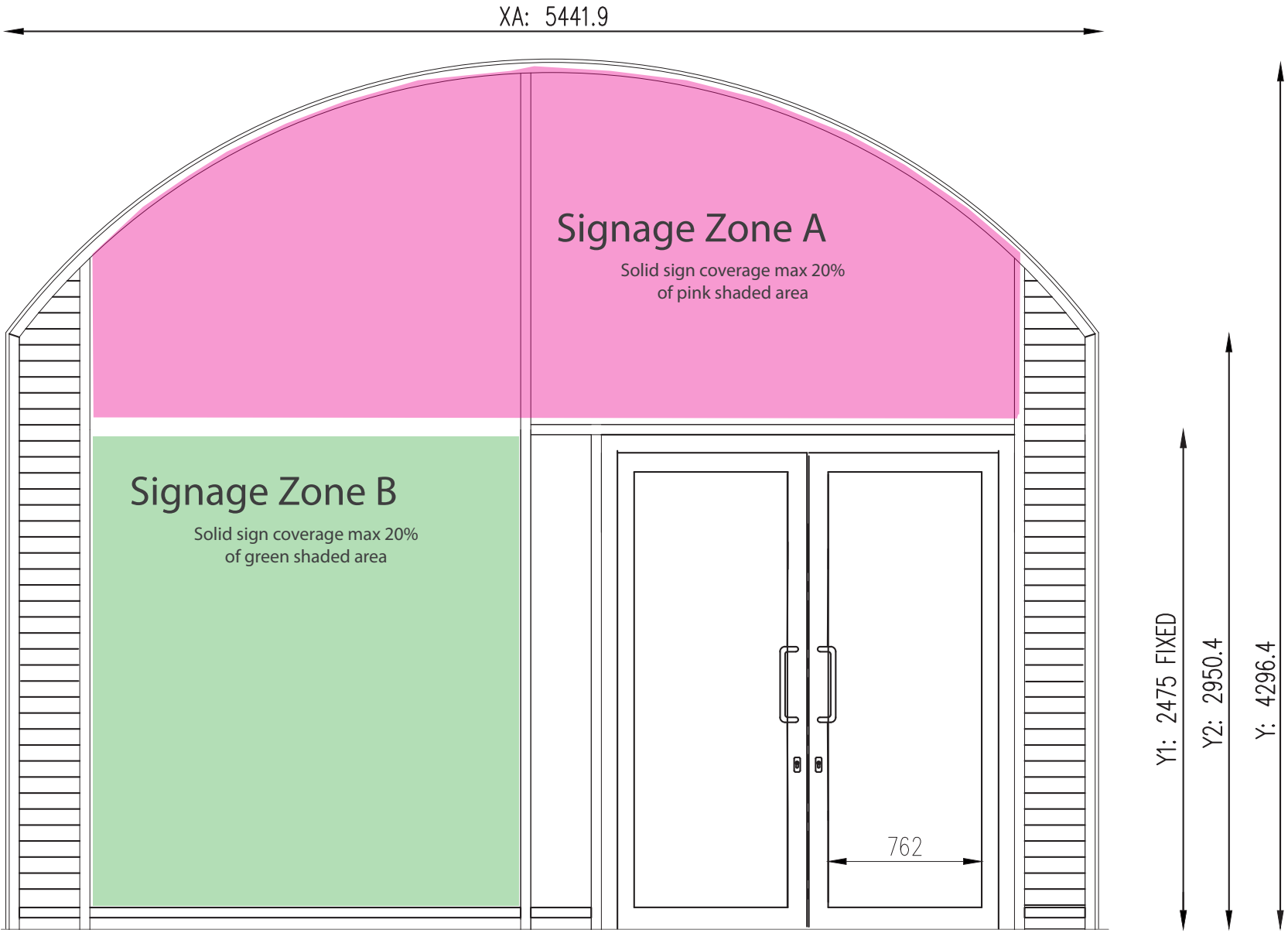
- Notes
- All dimensions are indicative only and are subject to survey of each individual shopfront on site
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Western Coal Drops

Yard Level / East Elevation

Type 3BLH

Signage Zones A or B may be used for advertisements.

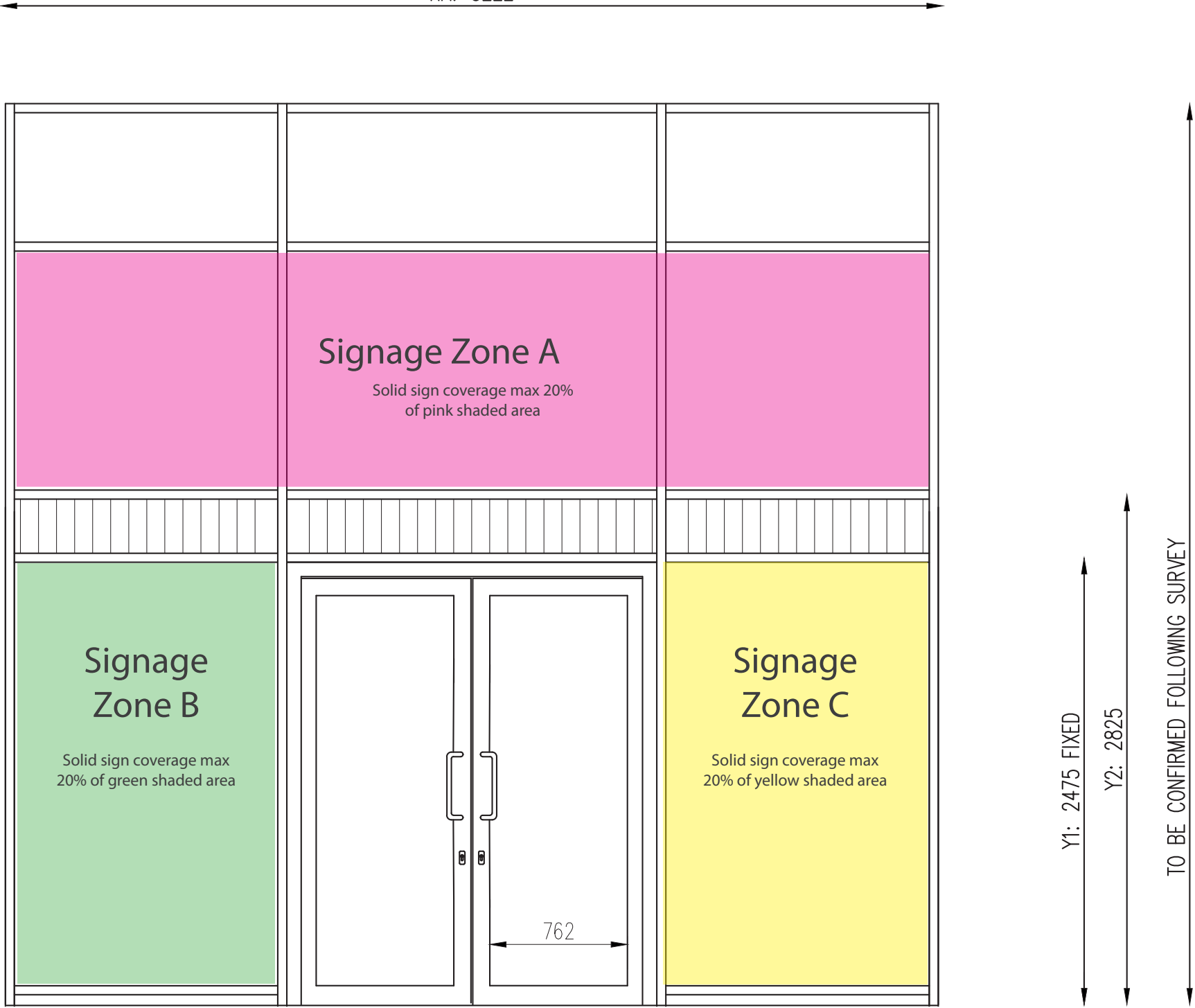


- Notes
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Western Coal Drops

Viaduct Level / East Elevation

Type 2C - one shopfront only



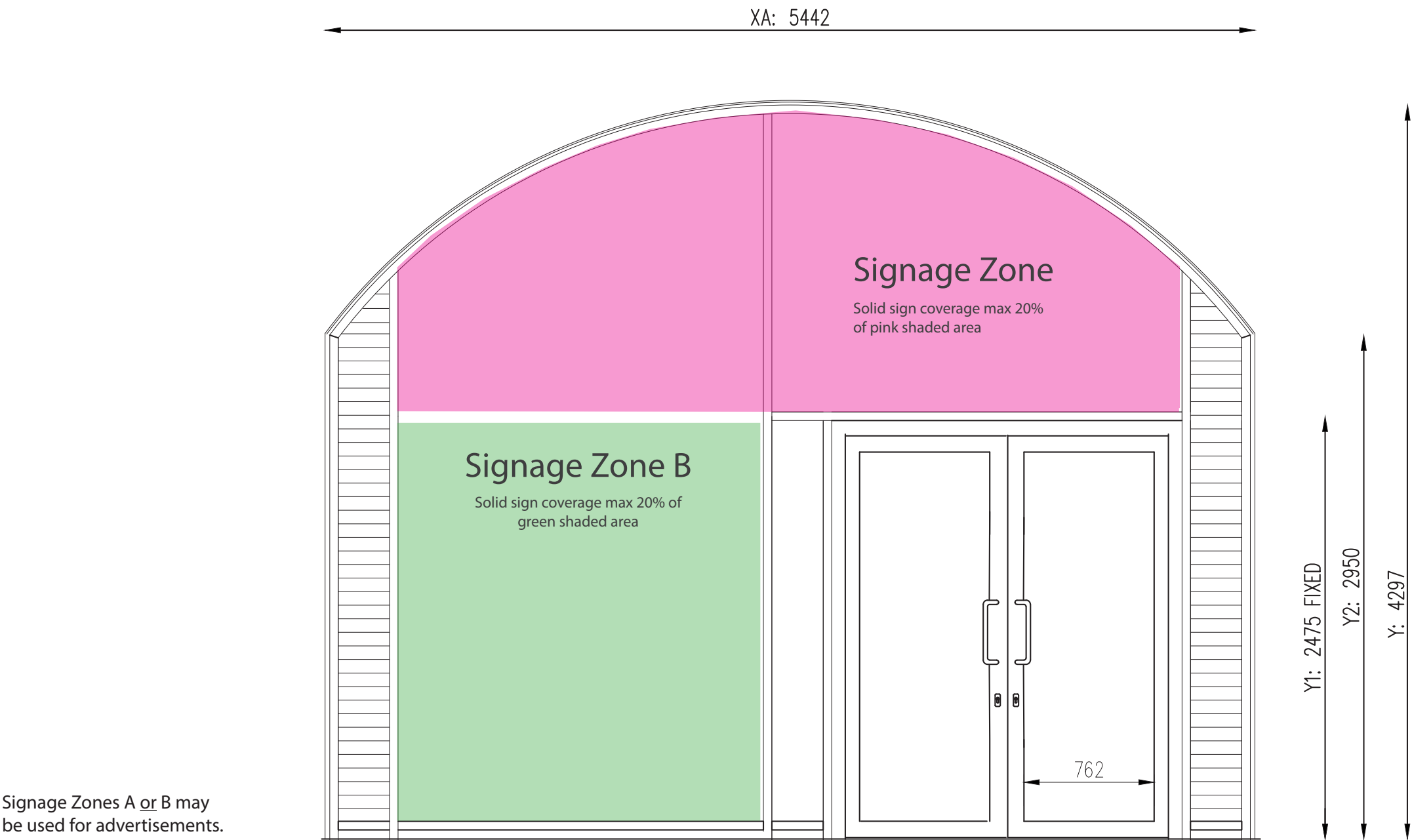
Signage Zones A, B or C may be used for advertisements.

- Notes
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 - Pushplates will be provided to the external face of all shopfronts. Handles will be provided on the internal face only.

Western Coal Drops

Viaduct Level / East Elevation

Type 3BLH

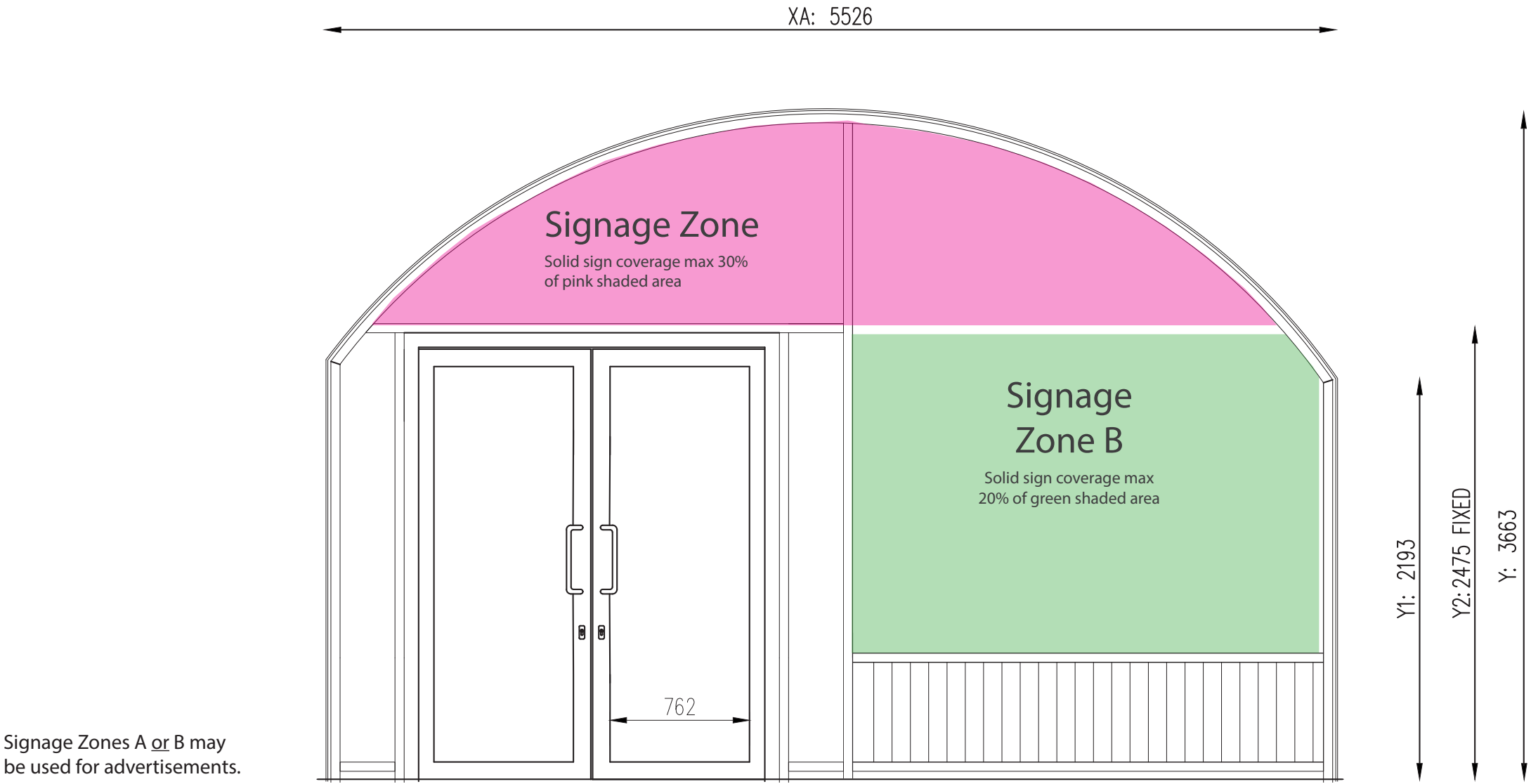


- Notes
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Western Coal Drops

Viaduct Level / East Elevation

Type 3CRH



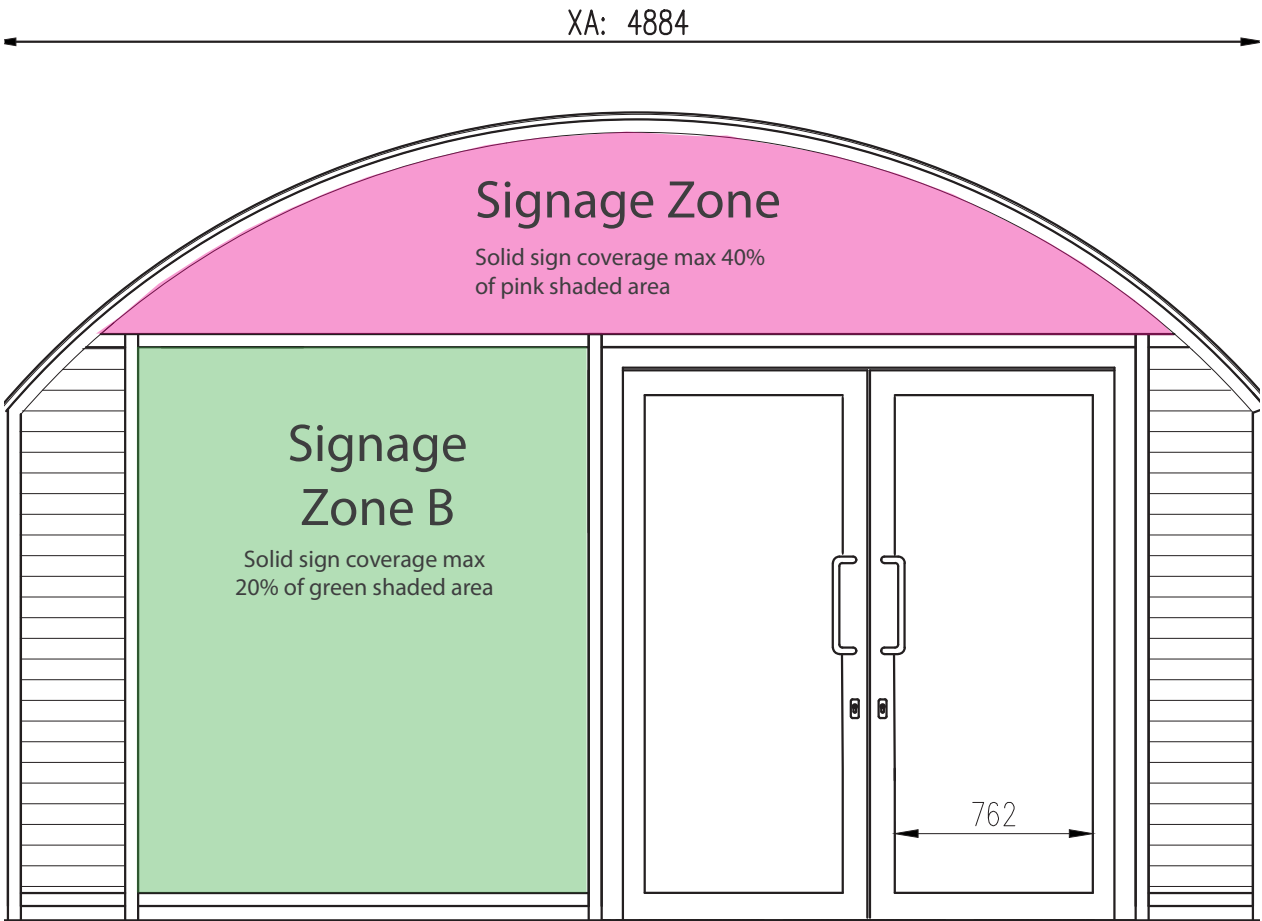
- Notes
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Western Wharf Road Arches

Yard Level / North Elevation

Type 5BLH

Signage Zones A or B may be used for advertisements.

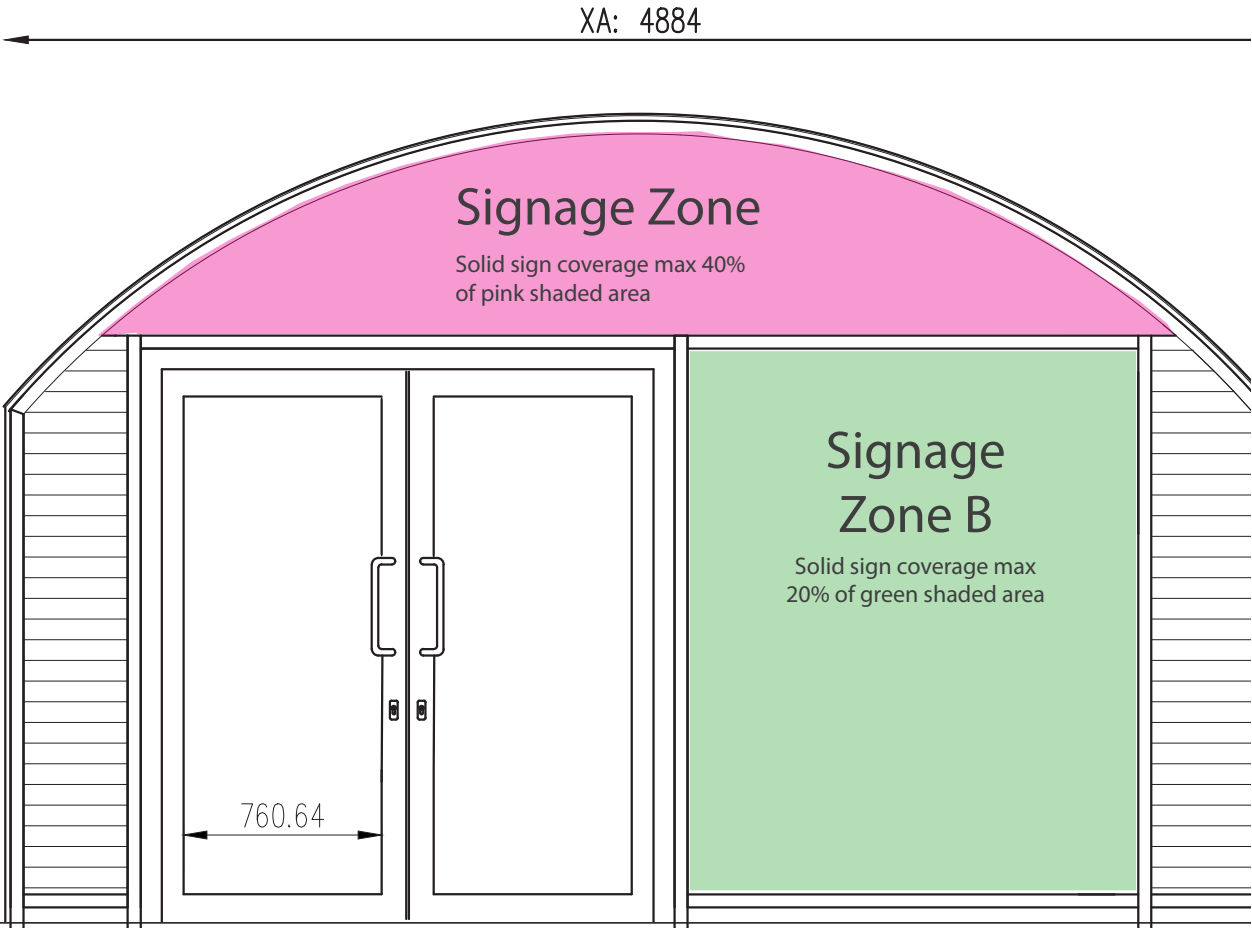


- Notes
- All dimensions are indicative only and are subject to survey of each individual shopfront on site
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Western Wharf Road Arches

Yard Level / North Elevation

Type 5BRH



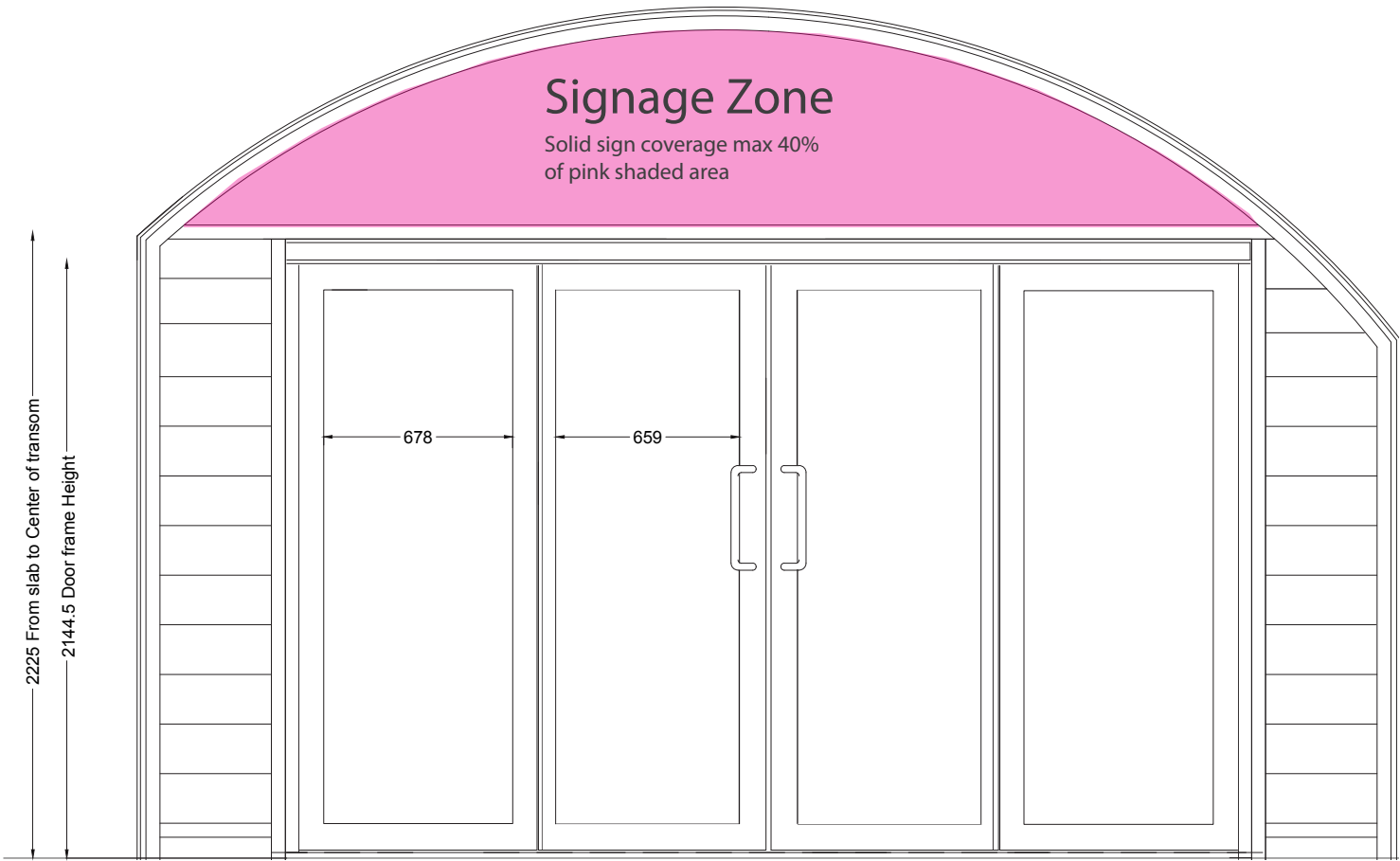
- Notes
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Western Wharf Road Arches

Yard Level / North Elevation

System 711

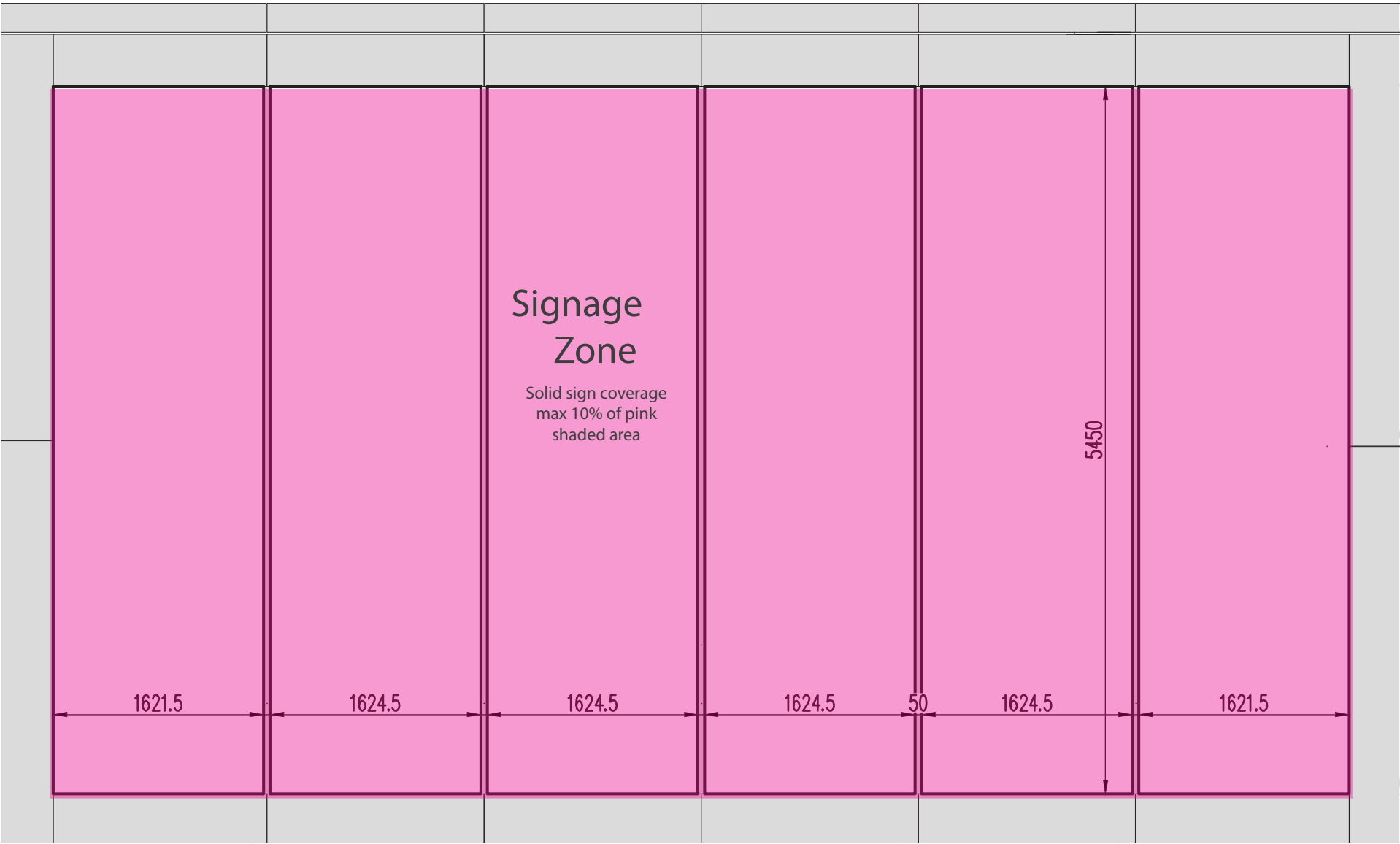
Signage Zones A or B may be used for advertisements.



- Notes
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 - Pushplates will be provided to the external face of all shopfronts. Handles will be provided on the internal face only.

Eastern Coal Drops

North Gable

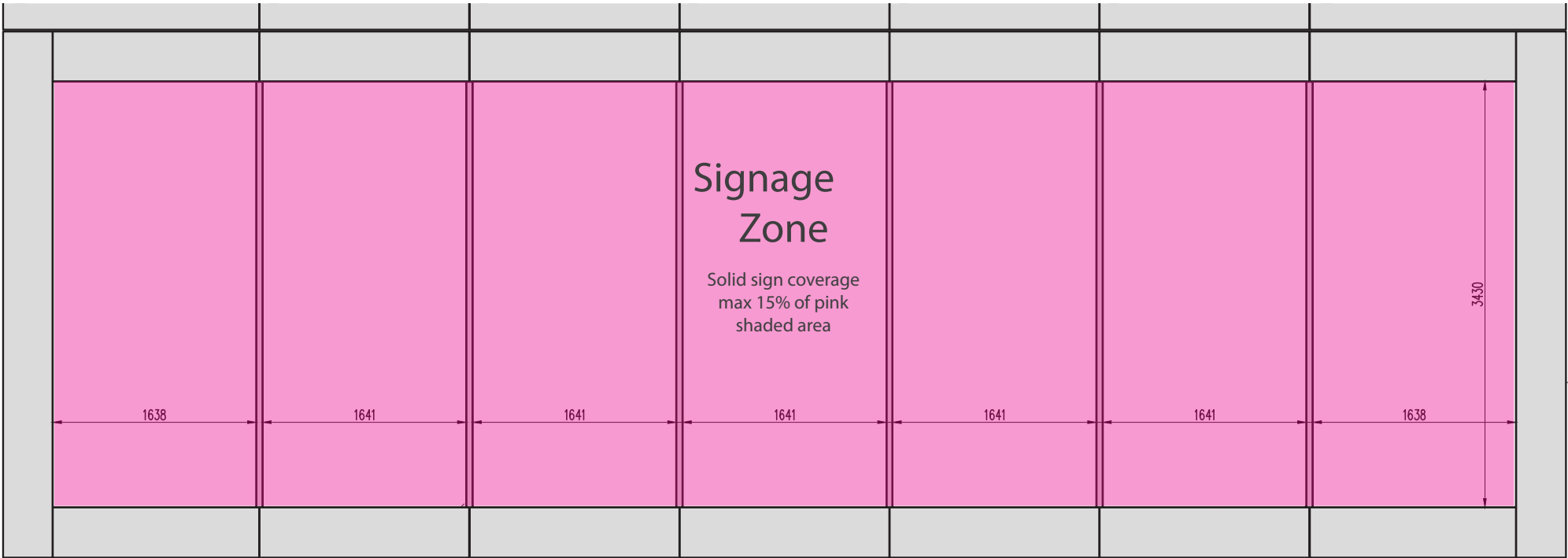


Notes

- All dimensions are indicative only and are subject to survey of each individual shopfront on site

Western Coal Drops

North Gable



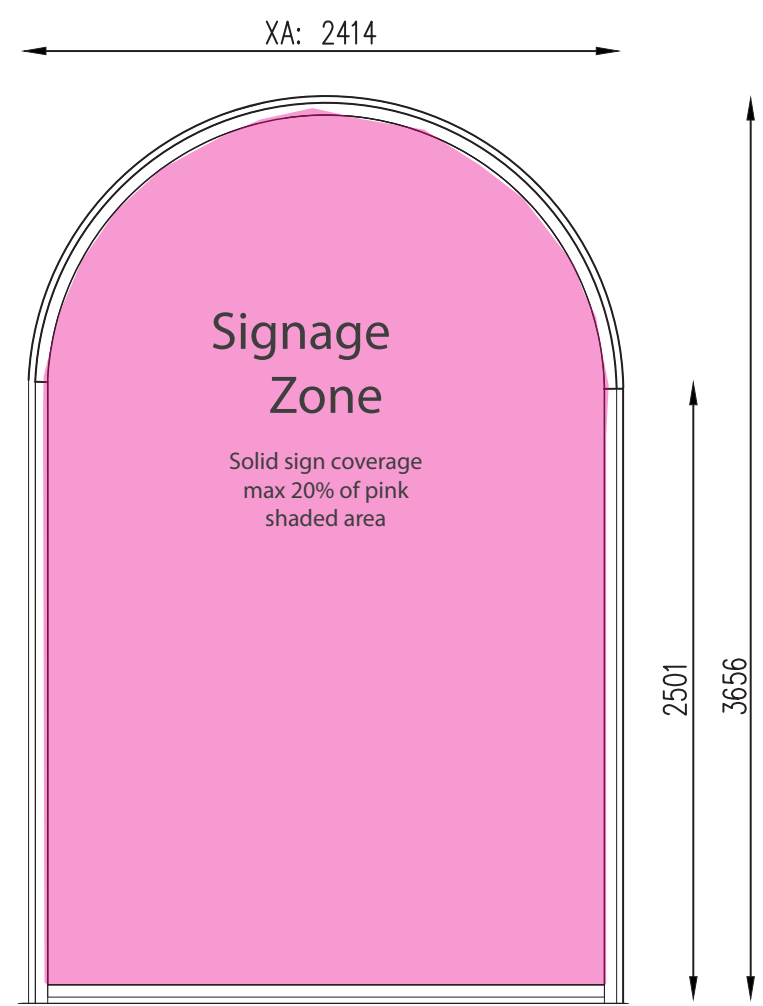
Notes

- All dimensions are indicative only and are subject to survey of each individual shopfront on site

Eastern Coal Drops

Yard Level / South Elevation

Type 7



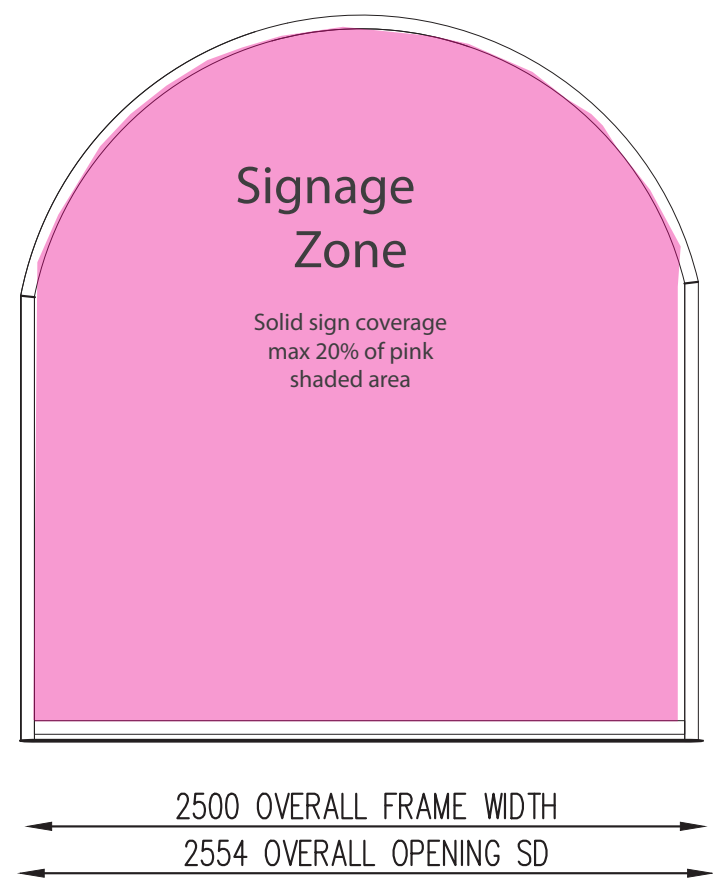
Notes

- All dimensions are indicative only and are subject to survey of each individual shopfront on site

Eastern Coal Drops

Viaduct Level / South Elevation

Type 18



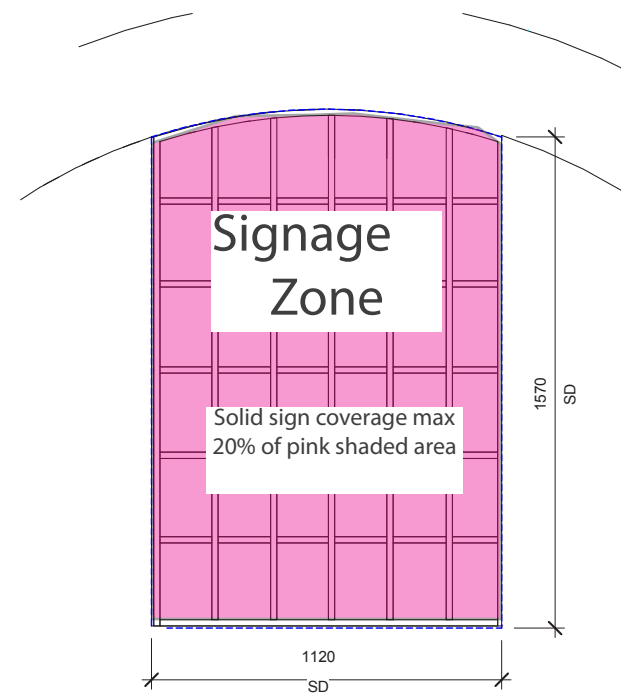
Notes

- All dimensions are indicative only and are subject to survey of each individual shopfront on site

Eastern Coal Drops

Yard Level / East Elevation

Type 15



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