

Waitrose Kings Cross

Status

For approval
Do not manufacture to this pack

Advertisement Consent

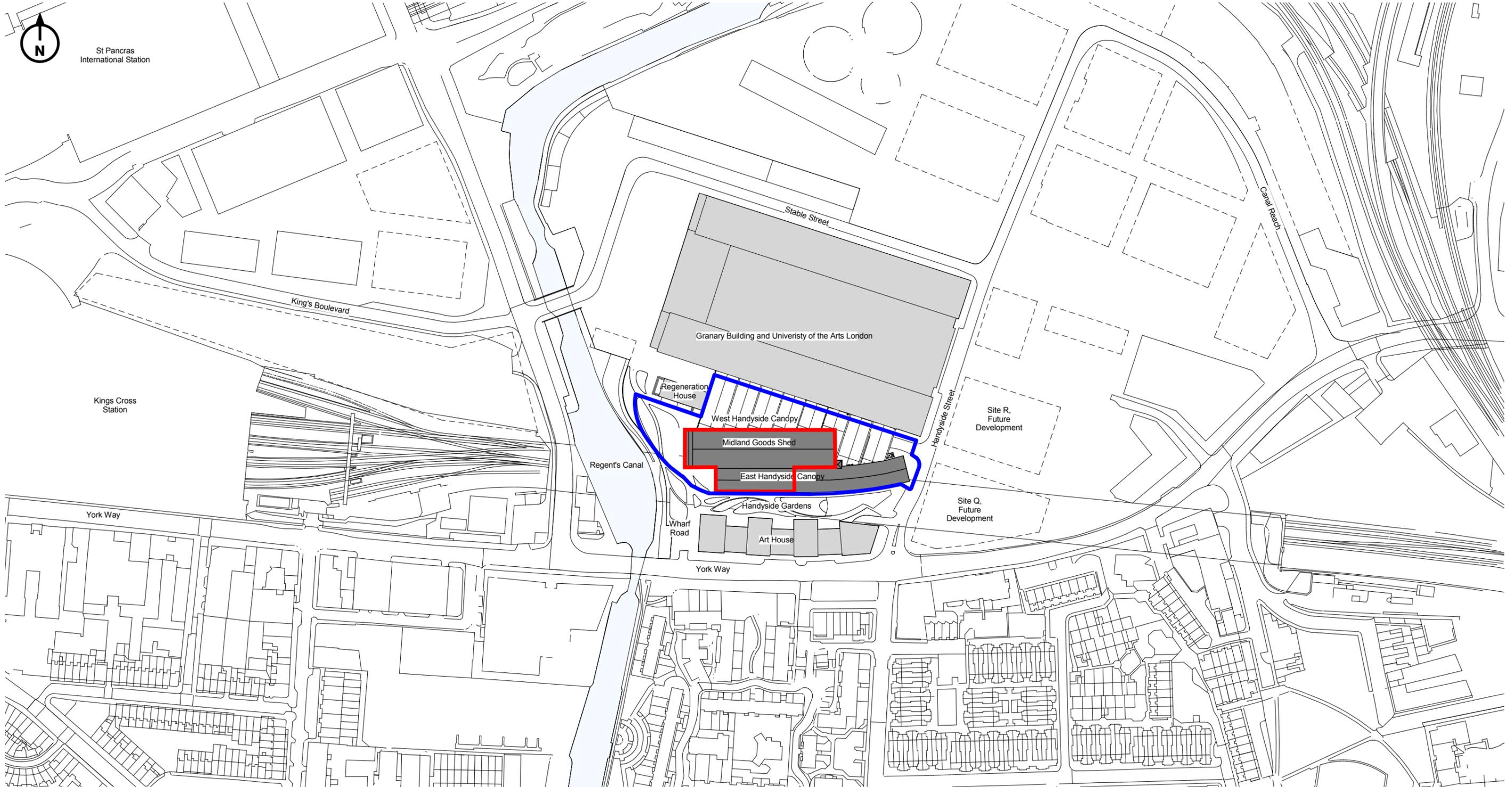
Site address

Wharf Road
York Way
Kings Cross
London

Integrity contact

Tom Williams
email: tom.williams@integrity.co.uk

| Issue | Stagegate | Document ref | Issue date | Changes | By | Checked |
|-------|-----------------------|--------------|------------|--|----|---------|
| A | Advertisement Consent | WAI.281.003 | 26-05-2015 | Issued for approval | JR | TW |
| B | Advertisement Consent | WAI.281.003 | 03-07-2015 | Amended for validation Signage zones indicated Flags omitted from scheme Sign Ref 5 omitted from scheme | TW | KH |



Scale 1:1250 @ A3

Site boundary  Waitrose demise 

Supporting Statement

Signage to be implemented along with works approved under applications 2015/2994/L and 2014/1434/P. New signage to be installed onto new building fabric completed as per the approved drawings for the above applications. Sign Ref 5 proposed to be fixed into existing mortar only and preserve brickwork in the current condition - To be agreed under application 2015/3146/A. External drawings coordinated to match Non Material Amendment to 2015/2994/L and 2014/1434/P agreed as of 14th May 2015.

Building letters



- b1 Cap height 750mm; Qty - 1
- b3 Cap height 900mm; Qty - 1 - Granted Permission under 2014/1434/A
- b4 Cap height 750mm; Qty - 1

Cookery School

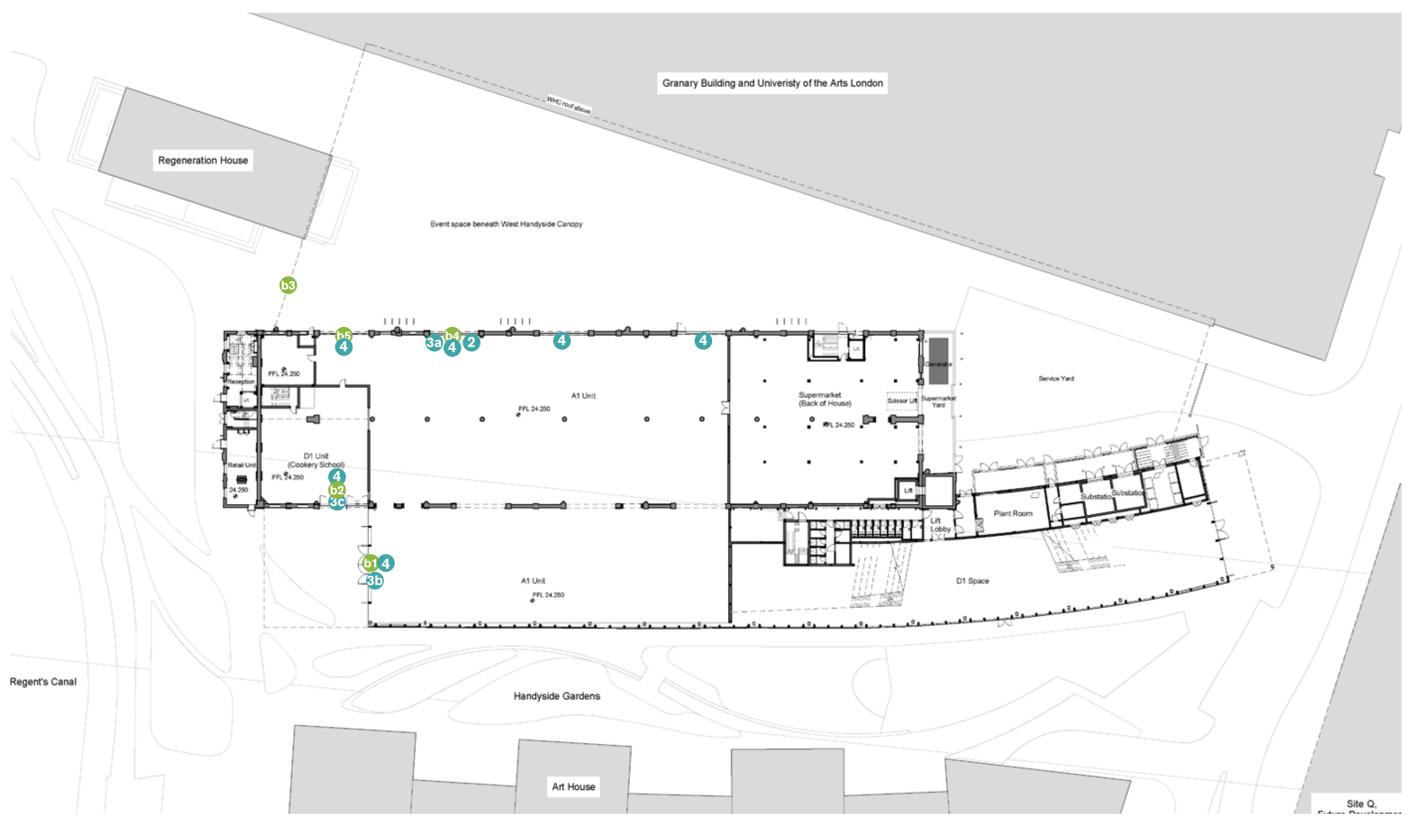


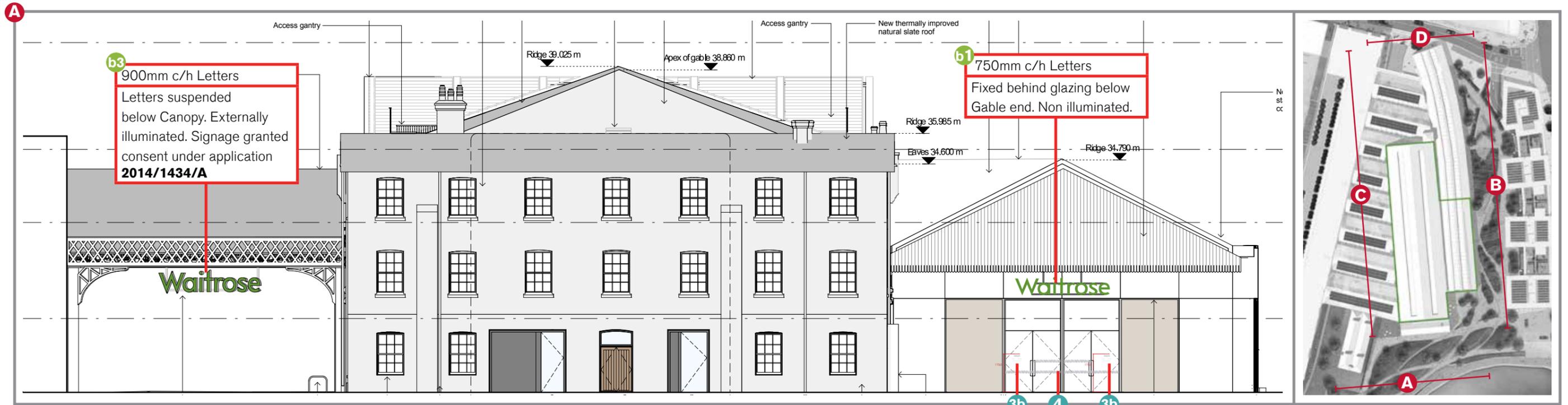
- b2 Cap height 200mm; Qty - 4 Vinyl letters
- b5 Cap height 300mm; Qty - 1 Vinyl letters

Shopfront treatments

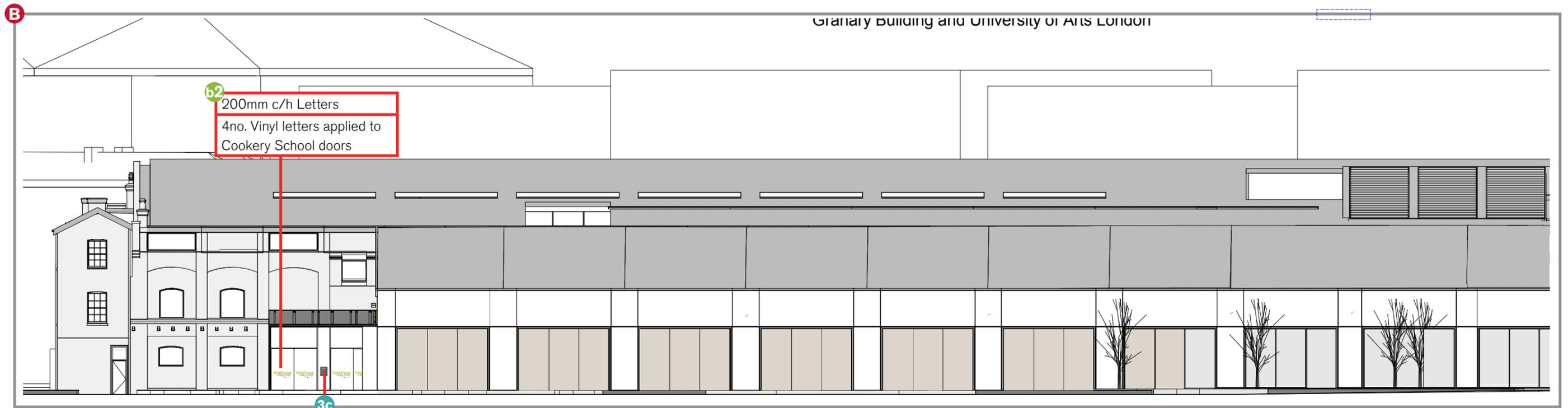
| | | | |
|--|--|---|--|
| <p>2 1500mm (w) Mounted internally Qty - 1</p> | <p>3a Shopping Hours 450mm (w) Qty - 1</p> | <p>3b Welcome to Waitrose Kings Cross Mon - Sat 9am - 8pm Sunday 10am - 6pm Visit us at waitrose.com Secondary entrance 400mm (w) Qty - 2</p> | <p>3c Waitrose Please use entrance on main store safety Cookery School Door sign 450mm (w) Qty - 1</p> |
|--|--|---|--|

- 4** Manifestation
Qty - 6





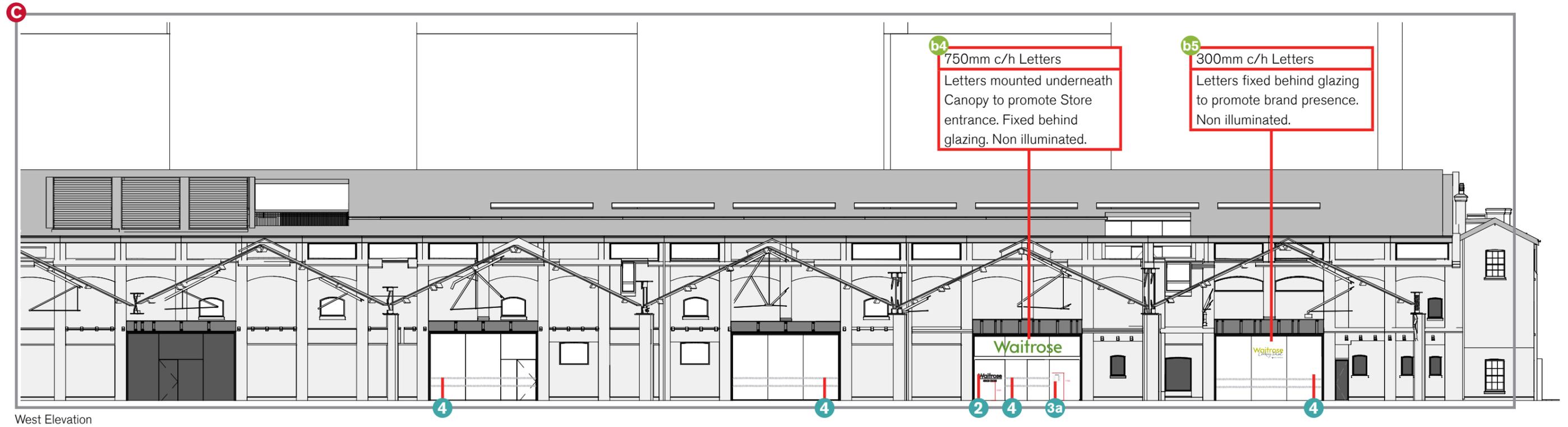
South Elevation



East Elevation

Drawing no 0613_P_301 & 0613_C_312
 Revision -

Approved Signage zones



Drawing no 0613_C_311 & 0613_C_312
Revision -

Approved Signage zones

b1 Building Letters - 750mm cap height

Action - New installation

Quantity existing 0 **Proposed** 1

Size

Overall 4375mm (w) x 896mm (h) x 88mm (d)
Cap height 750mm

Materials & colour

Face in Waitrose green (PMS370C) acrylic. Aluminium returns

Details

Fixed behind glazing below gable end. Non illuminated.
Framework finished to match RAL 9006.

b3 Building Letters - 900mm cap height

Action - New installation

Quantity existing 0 **Proposed** 1

Size

Overall 5247mm (w) x 1078mm (h) x 113mm (d)
Cap height 900mm

Materials & colour

Face in Waitrose green (PMS370C) acrylic. Aluminium returns

Details

Letters suspended below Canopy. Externally illuminated.
RAL 7024 graphite grey (30% gloss)
Signage granted consent under application **2014/1434/A**

b4 Building Letters - 750mm cap height

Action - New installation

Quantity existing 0 **Proposed** 1

Size

Overall 4375mm (w) x 896mm (h) x 88mm (d)
Cap height 750mm

Materials & colour

Face in Waitrose green (PMS370C) acrylic. Aluminium returns

Details

Letters mounted behind glazing with secondary framework. Non illuminated.
RAL 7024 graphite grey (30% gloss)

b2 Building Letters - 200mm cap height

Action - New installation

Quantity existing 0 **Proposed** 4

Size

Overall 1250mm (w) x 460mm (h)
Cap height 200mm

Materials & colour

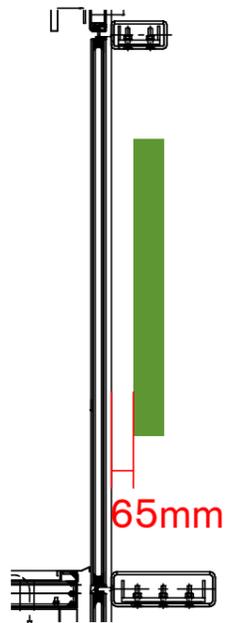
Waitrose in secondary green (PMS583C) vinyl Cookery school letters in black vinyl.

Details

Mounted internally to glazing. Non illuminated.

Waitrose

Scale 1:100



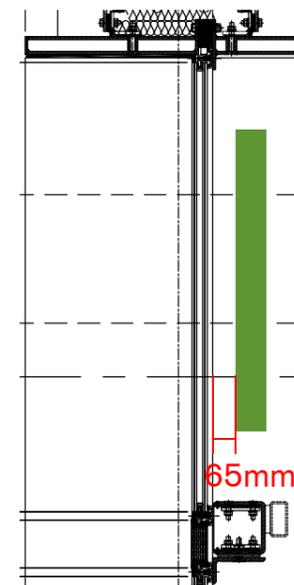
Section 1:20
To be confirmed with sub-contractor detail

Waitrose

Scale 1:100

Waitrose

Scale 1:100



Section 1:20
To be confirmed with sub-contractor detail



Scale 1:100

b5 Building Letters - 300mm cap height

Action - New installation

Quantity existing 0 **Proposed** 1

Size

Overall 1750mm (w) x 660mm (h) x 20mm (d)
Cap height 300mm

Materials & colour

Waitrose in secondary green (PMS583C) acrylic. Cookery school letters in black acrylic

Details

Letters mounted above Cookery School entrance. Mounted internally to glazing. Non illuminated.

2 Stainless steel branch header - 1500mm

Action - New installation

Quantity existing 0 **Proposed** 1

Size

Overall 1500mm (w) x 544mm (h) x 45mm (d)

Materials & colour

Stainless steel faced non illuminated letters, applied internally to glazing.

Details

Installed 1200mm AFFL to bottom of sign.

3a 450mm shopping hours vinyl

Action - New installation

Quantity existing 0 **Proposed** 1

Size

Overall 450mm (w) x 600mm (h)

Materials & colour

White vinyl shopping hours text.

Details

Installed 1750mm AFFL to top of shopping hours vinyl. Applied internally to glazing.

3b 450mm shopping hours vinyl

Action - New installation

Quantity existing 0 **Proposed** 1

Size

Overall 450mm (w) x 400mm (h)

Materials & colour

White vinyl shopping hours text.

Details

Installed 1750mm AFFL to top of shopping hours vinyl. Applied internally to glazing.



Scale 1:20



Artwork - NTS



Front

Artwork - NTS

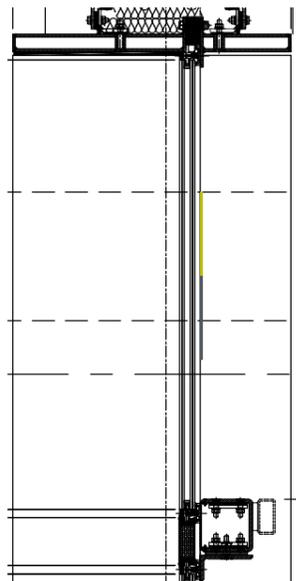


Rear



Front

Artwork - NTS



Section 1:20

Indicative section only - Vinyl applied directly to internal side of glazing



Scale 1:50



Front



Rear

Scale 1:50



Front

Scale 1:50

3b Cookery School door sign

Action - New installation

Quantity existing 0 **Proposed** 1

Size

Panel 450mm (w) x 600mm (h)

Materials & colour

Double sided RAL 7015 vinyl with white text.

Details

Installed 1750mm AFFL to top of shopping hours vinyl. Applied internally to glazing.

4 Safety manifestation

Action - New installation

Quantity existing 0 **Proposed** 6

Size

2no. Strips across six spans of glazing
Overall 38000mm (w) x 150mm (h)

Installation

Applied to glazing on new doors.

1500mm to top of band A.
1000mm to top of band B.

Details

Internally applied to glazing.



Front

Artwork - NTS



Rear



Artwork - NTS



Front



Rear

Scale 1:50

Character and architectural/historical interest of the associated property or structure

Midland Goods Shed, West Handyside Canopy and the East Handyside Canopy, which are designated heritage assets, with a Grade II listed status due to their location within the curtilage of the Grade II listed Granary building. The MGS was built in 1850 as a single storey carriage shed by Lewis Cubitt to serve as the temporary GNR Passenger Terminus at Maiden Lane. By 1852, when the main terminus opened, the shed was used to house offices and blacksmiths' workshops. Later alterations made to the building during the 19th Century include the introduction of platforms, riveted plate girders and cast iron columns, the addition of an extra storey on the Front Office Building at the southern end of the MGS, and an accumulator tower with tank and hydraulic ram. The West Handyside Canopy was installed in 1888.

Principles behind and the justification for the proposed development

The refurbishment and alterations to these buildings/structures facilitate their use for retail. The proposed works are to refurbish Midlands Goods Shed sensibly so that it can accommodate a retail unit to be used by Waitrose Limited. This will consist of the Supermarket itself and all of the back of house areas using the ground floor of Midlands Goods Shed and the southern half of the East Handyside Canopy. The key objective being to secure the future of the building through viable uses, whilst preserving as much of the original character and integrity of the building.

Expected impact that the proposed development will have on the special interest of the listed building or structure and its setting

The Midlands have been vacant for a number of years, leaving them in a poor state of repair, with areas having to be closed off for safety. The proposal would see the building/structures repaired and sensitively adapted for new use, allowing the building to be brought back into a beneficial and viable use which can be experienced by the public. In doing so, all efforts will be taken to maintain the character of the existing building and preserve the original fabric throughout and minimise any impact to the building itself.

Steps taken to avoid or minimise any adverse impacts on the significance of the building

The proposed works provide for the repair and upgrade to the building and structures' historic fabric and their adaptation for retail. The retention of the character of the listed Grade II structures has been the ultimate aim of the proposals; therefore all new interventions have been designed to be secondary to the legibility and understanding of the historic building and canopies. Glass shop fronts with signage zones will be added in a similar aesthetic language to that of the rest of the Eastern Goods Yard and Granary Building. This ensures the signage is implemented in a way that is sympathetic to the building itself, but also coordinated to wider areas of the development already completed.

Explanation of the sources considered and the expertise consulted in the formulation of the associated application

Through all stages of development Waitrose, their Architects and Consultants, have been in close liaison with Argent to develop a scheme that meets the requirements set out by the previous planning applications associated with the wider build and refurbishment works to the Midland Goods Shed. The main focus being to preserve and respect the original character of the building as much as possible. All proposals have been based on details approved through the previous applications 2014/1433/P, 2014/1436/L, and 2014/1434/A. This has kept signage within agreed locations and to set sizes to not appear out of context with the scale and nature of the building.

Through design approval stages, and landlord negotiation, a signage layout has been developed meets the requirements of Waitrose as a trading tenant, but also meets the strict criteria set out by Argent. This has resulted in all signage being fixed into new building fabric only, which provides clear branding to the building whilst preserving the existing character. This approach has kept the Waitrose store in line with other nearby developments ensuring a coherent appearance through the site.