

Waitrose King's Cross

Status

For approval
Do not manufacture to this pack

Advertisement Consent

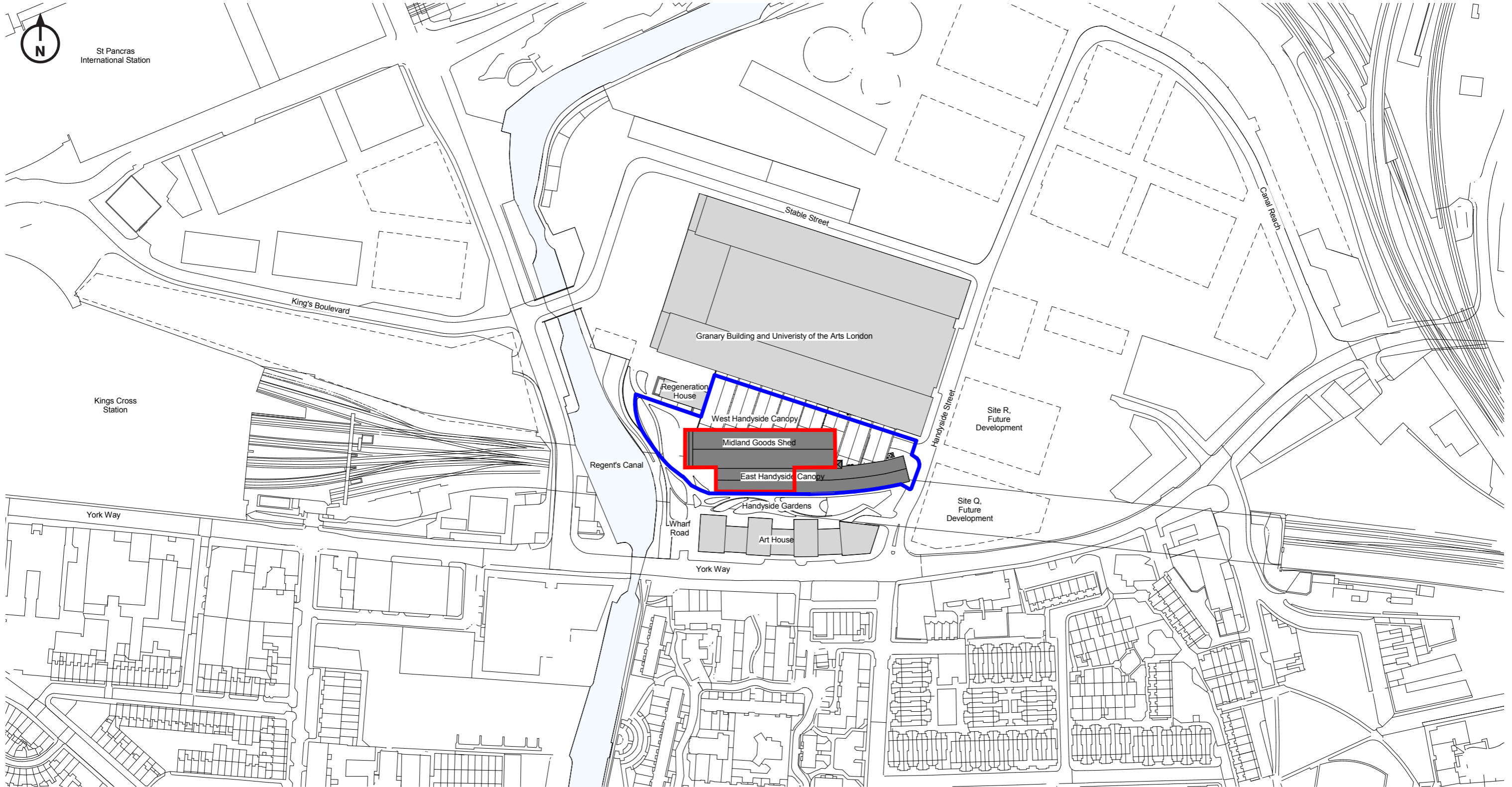
Site address

Wharf Road
York Way
Kings Cross
London

Integrity contact

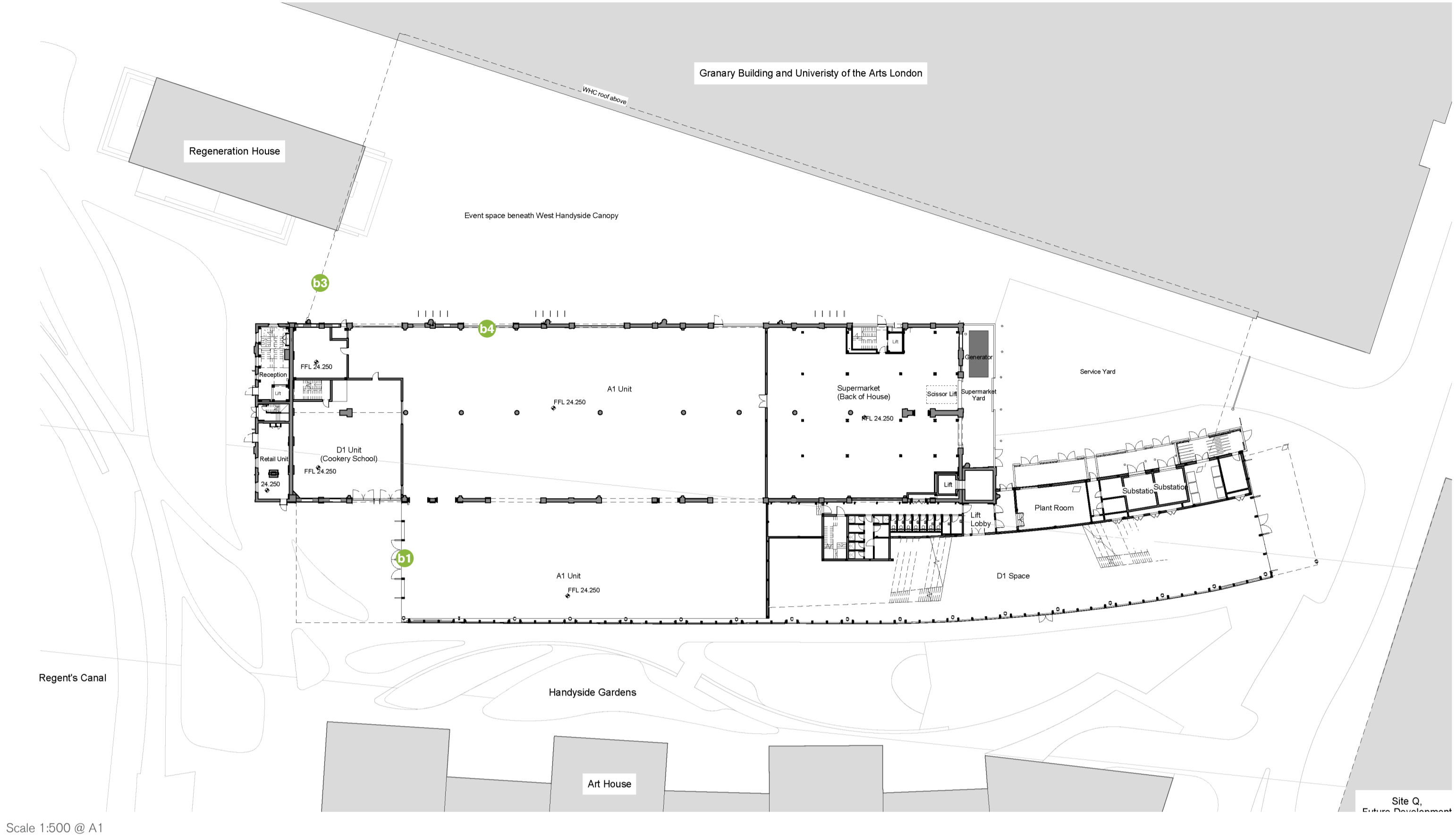
Katie Henbest
email: katie.henbest@integrity.co.uk

Issue	Stagegate	Document ref	Issue date	Changes	By	Checked
A	Advertisement Consent	WAI.281.005	02-08-2016	Issued for approval	KH	DP
B	Advertisement Consent	WAI.281.005	07-10-2016	Method of illumination altered from internal to external at the request of Camden Council.	KH	DP



Scale 1:1250 @ A3

Site boundary — Waitrose demise —



Supporting Statement

Non-illuminated signage as installed granted consent under 2015/3811/L. Alterations specified within this application are to add external illumination to the signage within the glazed entrances to the Waitrose salesfloor.

Building letters - Propose to externally illuminate



- b1 Cap height 750mm; Qty - 1
- b4 Cap height 750mm; Qty - 1

Building letters - Externally illuminated



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



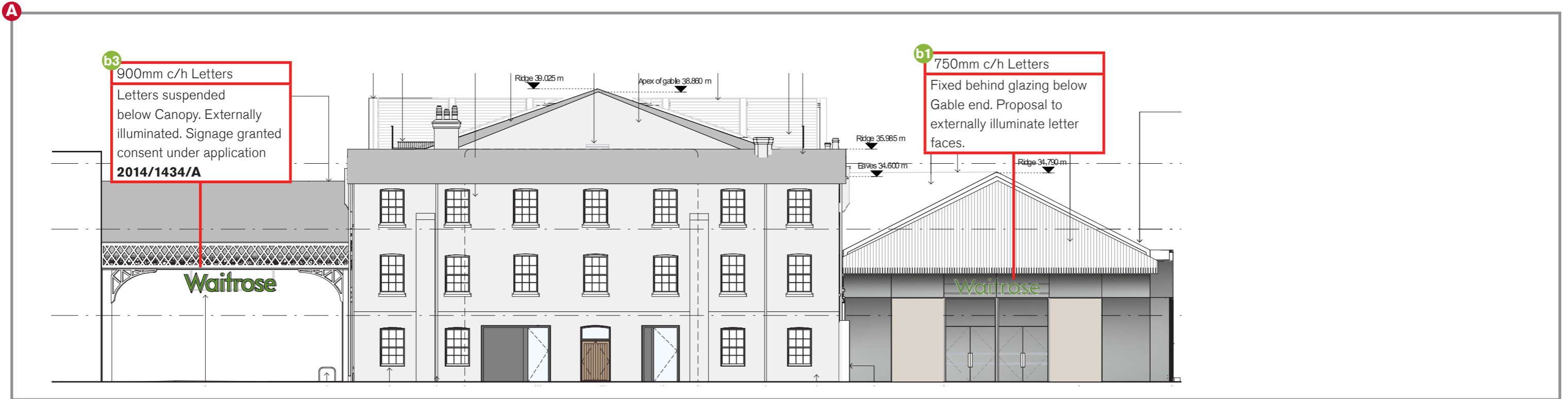
Sign ref.B1 - In situ



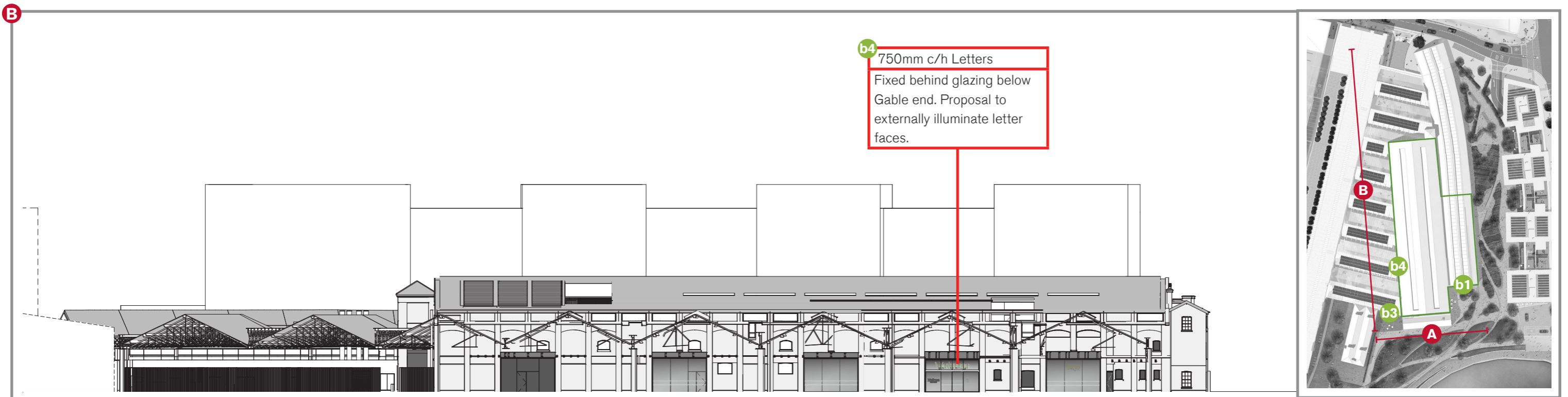
Sign ref.B3 - In situ



Sign ref.B4 - In situ



South Elevation
Scale - 1:200 @ A3



West Elevation
Scale - 1:500 @ A3

b1 Building Letters - 750mm cap height

Action - External illumination to be added

Quantity existing 1 **Proposed** 0

Size

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

Details

Building letters mounted behind glazing below gable end. Framework finished to match RAL 9006.
Proposal to externally illuminate building letters with LED strip lighting within aluminium extrusion, will not exceed 500 cd/m². LED driver approximately 220mm(w) x 40mm(h) x 30mm(d). LED lighting to be installed internally to the glazing framework.
Please refer to Appendix A for further details.

b4 Building Letters - 750mm cap height

Action - External illumination to be added

Quantity existing 1 **Proposed** 0

Size

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

Details

Building letters mounted behind glazing with secondary framework. RAL 7024 graphite grey (30% gloss)
Proposal to externally illuminate building letters with LED strip lighting within aluminium extrusion, will not exceed 500 cd/m². LED driver approximately 220mm(w) x 40mm(h) x 30mm(d). LED lighting to be installed internally to the glazing framework.
Please refer to Appendix B for further details.



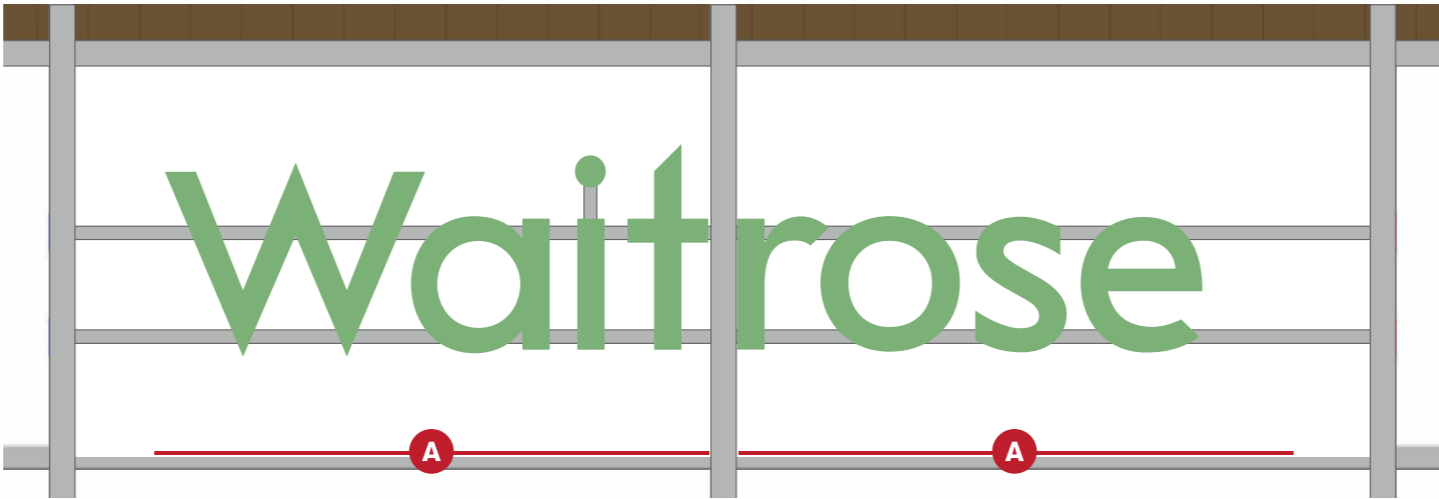
Scale 1:100



Scale 1:100



Artwork - NTS



LED strip within deep extrusion
Will not exceed 500 cd/m2.

LED strip sizes:

A 2no. 2200mm (w)

Extrusion & wiring examples



Aluminium extrusion



Wiring round beams



LED strip within deep extrusion
 Will not exceed 500 cd/m2.

LED strip sizes:

- A** 2no. 800mm (w)
- B** 1no. 2800mm (w)

Extrusion & wiring examples



Aluminium extrusion



Wiring round beams