

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 Kings Cross Central Limited Partnership (KCCLP) 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 which meets the requirements of Waitrose as a trading tenant, but also meets the strict criteria negotiated between Waitrose, Kings Cross Central Limited Partnership (KCCLP) as landlord and the local authority. 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.

Proposed alterations

The signage as proposed, and installed, has been granted consent under 2015/3811/L. The proposed alterations within this application are to add external illumination to two sets of building letters positioned behind the glazed shopfront to improve the visibility and legibility of the Waitrose brand.

The legibility of the current signage installation past sunset is extremely reduced due to the lack of illumination to the building letters at both entrance points from the West Handyside and Regent's Canal approaches. The lack of illumination affects Waitrose brand prominence and has had a significant affect on the performance of the store.

To increase legibility of both signage zones, the proposal is to add external illumination to two sets of building letters, illuminating the face of the Waitrose signage. This will be done in a manner that is consistent to the current build, but also sympathetic to the historic character in accordance with the approach set out within this statement.

As part of the consent 2014/1434/A, the building letters suspended from the West Handyside canopy have been granted external illumination using downlighting at 6250 candelas per sq/m. In comparison, the use of strip lighting within an aluminium extrusion, will not exceed 500 cd/m.

One set of letters (sign ref.B4) faces out over West Handyside towards the Granary Building, the second set of letters (sign ref.B1) faces over Regent's Canal. The orientation of both sets of letters will cause minimal disruption to the adjacent residents. The proposal is to illuminate the letters during store trading times only to ensure that the letters are only illuminated concurrently with the sales floor lighting to reduce additional light pollution.