

# Submission Statement

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Application for Advertisement Consent and Listed Building Consent for Signage within the Coal Drops Yard, King's Cross Central



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# Projecting Signage

The signage zones within the suite of approvals for the Coal Drops Yard included areas within the brick reveals of each of the arches along the yard facing elevations. Having developed the proposals further, alongside feedback from prospective tenants, it has become apparent that more visible projecting signage along the elevations is preferable as it is considered more successful visually, and is also required by the tenants to provide sufficient visibility and presence that is critical to a retailer's success.

During pre application meetings with planning, urban design and conservation officers from the London Borough of Camden, the principle of projecting signs along the eastern and western coal drops elevations was agreed to be a preferable approach rather than within the brick reveals. Comments from officers were that whilst it is considered aesthetically important to ensure consistency in the positioning and datum of the signs along the elevations of the buildings, variety in the sign design is preferred. Accordingly, retailers will be encouraged to develop bespoke signage proposals but under the landlords signage design principles and guidelines, including those on the following page.

This application comprises a series of elevations, diagrams and images, which set out the proposed location of and approach to the proposed projecting signs across the CDY, varying by building, elevation and level. Due to the need to coordinate the sign locations with other external fittings, existing heritage features and also the varying height of the shopfronts the strategy varies on different elevations.

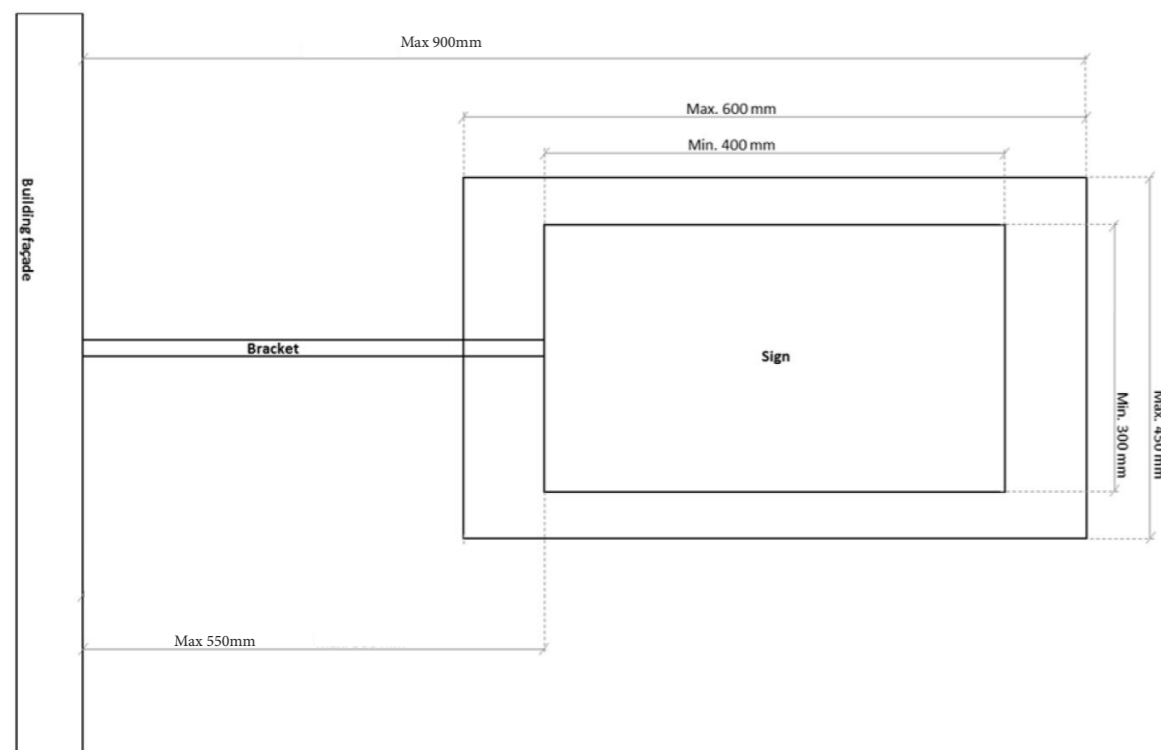


Figure 1: Projecting signage - minimum and maximum dimensions

A consistently sized zone within which to locate these signs is proposed across all elevations. Retailers will be required to ensure their signs comply with the minimum and maximum sign dimensions within this zone. See the diagram in Figure 1 below. All signs will be centrally fixed at a defined height on the building, creating a consistent datum.

The proposed scale and positioning of the signs ensures the signs do not appear to dominate the elevations but instead relate to the adjacent internal spaces. The brick arches remain the main feature of the elevations, free of clutter.

The brackets will be affixed into the mortar only, where possible, to avoid the historic brickwork, both along the Grade II listed Eastern Coal Drops, and throughout the Coal Drops Yard.

Where the signage is affixed to the rain water pipes, in certain locations, the fixing method is also shown within this section.

## Signage Design

Projecting signage at Coal Drops Yard will be required to adhere to the following design principles:

- Signage should be designed with individual character, and crafted to a high quality.
- The sign may be any shape (rectangular, square, circular, irregular, etc.), and include an element of transparency, so long as it complies with the maximum and minimum dimensions indicated in Figure 1 opposite.
- Signs may be supported by one or two brackets
- One projecting sign per retailer, per elevation at each level is permitted.
- Transparency and visibility through the sign is encouraged.
- The sign must be fixed in an approved location and at the height from the ground defined in the signage plans and diagrams opposite.
- The bracket/s must be attached at the middle or of the sign (as opposed to hanging the sign from the bracket).
- Fixing must be made into the mortar where possible.
- No lighting is permitted
- All signage brackets in locations of rainwater pipes must use the specified bracket (see detail included later in this document)

# 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.