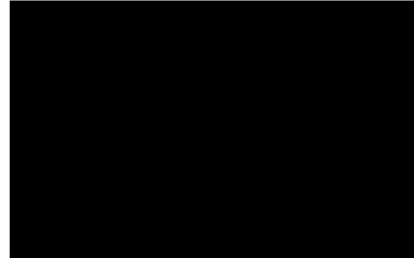




NTR Planning Ltd
Property • Planning • Consulting



Submitted via the Planning Portal
Planning Portal Ref. PP-07470526

1st April 2019

Camden Borough Council
Planning Department
5 Pancras Square
London
N1C 4AG
For the attention of Kate Henry

Dear Ms Henry,

Re: Application for Advertisement Consent – Samsung Adverts, Unit 1, Coal Drops Yard

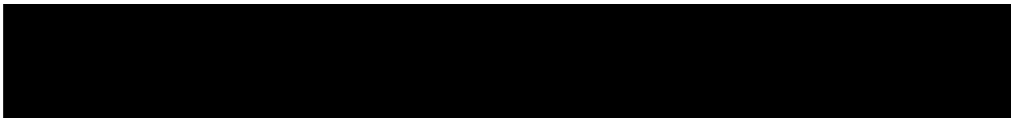
On behalf of our clients, Samsung Electronics UK, I hereby enclose an application for advertisement consent for the following signs:

- 1 no. internally illuminated entrance sign (upper level over store entrance)
- 2 no. non-illuminated projecting signs (viaduct)
- 2 no. internally illuminated Column Signs (yard/viaduct)
- 1 no. internally illuminated hanging sign, attached to steel column behind left hand arch (Stable Street)
- 1 no. internally illuminated way-finding sign, within existing stairwell (viaduct level Stable Street)
- 1 no. non-illuminated way finding sign, within existing stair well (yard level)

All advertisements proposed through this application have been discussed and agreed with officers through pre-application meetings. An application for Listed Building consent has been submitted in parallel (planning portal ref. PP-07469878).

Background

As you are aware, our clients Samsung Electronics UK will shortly be taking occupation of unit 1, Coal Drops Yard, Kings Cross. This prestigious anchor store will become their flagship UK store and will be a focal point for visitors to the area. The advertisements proposed through these applications are required prior to the opening of the store (scheduled for May 2019).





The Samsung building is unusual in that it is effectively a second floor retail space, with access through the historic Coal Drops Yard (CDY) building. The 'shop front' is effectively the modern glazed link between the eastern and western CDY as the unit has no other interactive frontage.

As I am sure you are aware, the regulatory framework for the control of advertisements requires that advertisements are controlled with reference to their impact on amenity and public safety only. We have previously agreed that there are no public safety impacts and as such the advertisements are considered with regard to their impact on amenity only. As the advertisements are attached to the listed Eastern CDY building, national policy also requires a description of the heritage asset affected (noting that this must be proportionate to the assets importance and no more than sufficient to understand the impact of the proposal on its significance). A separate heritage assessment has been prepared which confirms that the signs have no detrimental impact on the Eastern CDY building. The signs are considered in more detail below:

Entrance Sign

One fascia sign is proposed above the entrance to the store. This comprises individual internally illuminated letters affixed to a weathered steel panel, with uplighting from below. The sign spans the store entrance (approximately 5485mm) although the letters are confined to the right hand corner and are small in scale. The sign sits entirely within the building and cannot be viewed from outside. It confirms the entrance to the store without detriment to the amenity of the building.

Two Non-Illuminated Projecting Signs

Two projecting signs are proposed on the upper tier of the CDY (500mm by 500mm). The signs are metal (weathered steel finish) with fret cut letters. The signs are discrete and subtle and follow the general pattern of signage within the wider CDY.

The signs are sensitively located, at fascia level on the brick columns between the arches and are well related in proportion and scale. The use of metal follows the design approach of other signs which form part of this application, mixing modern materials (metal) with the historic brickwork and shows sympathy with the host building, in accordance with national and development plan policy.

Two Internally Illuminated Column Signs

One internally illuminated sign is proposed to be attached to the brick column at lower yard level. Consistent with other Samsung signage, it is weathered steel with fret cut letters. The sign is 920mm by 920mm and sits within the width of the brick column to which it is affixed. It sits 260mm forward of the column so that it fits around existing pipes. The metal panel folds back to meet the brickwork on both sides and is affixed to the mortar of the brick column. The solid return means that there is no horizontal light spill.

The second column sign is proposed to be attached to the brick column at the upper level. As above it is weathered steel with fret cut letters. It is slightly smaller (655mm by 655mm) to



reflect the column size and as above, is no wider than the column to which it is proposed to be attached.

The Column signs are essentially directional wayfinding signs, marking the central column to the access core and guiding people into the building. They are a subtle prompt for pedestrians on the lower and upper tiers. They would not be seen in long views.

One Internally Illuminated Hanging Sign

One internally illuminated hanging sign is proposed, in the left-hand archway, Stable Street. The sign is individual letters with acrylic letter faces (internal illumination) attached to a horizontal metal bar. The horizontal bar, to which the letters are affixed 'hangs' (by two metal suspension drops) from an existing metal structural support, within the stairwell. The existing structural support is set back approximately 2.4m from the outer wall of the brick archway. The metal structure sits above the height of the top of the brick archway and as such, much of the length of the two suspension drops is obscured from view. The sign sits approximately 2000mm lower than the underside of the brick arch.

The Stable Street access forms an important gateway to the CDY, and as one of the key access points to the Samsung unit they require appropriate representation here. The hanging sign sits within the core, behind the archway feature so that it is not visible in longer views. It is of bespoke design and accords with the proportions of the archway. It is affixed to the modern steel structure so that it does not interrupt any original features of the building.

The use of metal complements the historic brickwork of the CDY and demonstrates cohesion with other Samsung signage.

Wayfinding Signs

One internally-illuminated 'wayfinding sign' (630mm by 630mm front face and 630mm by 472mm return face) is proposed to be attached to the brick column, to the left of the stairwell at the Stable Street entrance. Again, the sign is metal but in this case it is 'folded' around the corner of the brickwork. The text 'Samsung' is cut out on its front face and an arrow points up the stairwell to direct customers to the Samsung store. A second arrow is cut from the return face. The sign is internally illuminated but like the column signs, it folds back on itself on both returns, so that no light is emitted from the sides.

A further, additional wayfinding sign is proposed (630mm by 630mm). It comprises a single metal plate, with simple lettering (non-illuminated) and will be attached to the brickwork, adjacent to existing CDY signage at Yard level. The sign acts as a subtle prompt to visitors navigating their way to the Samsung building from the lower core. It is consistent with other signage proposed through this application, in scale, style and material.

The Heritage Statement submitted with this application confirms that all of the signs can be fitted without detriment to the fabric of the historic building.



In accordance with our pre-application discussions, we trust that you will consider this application favourably. If you require any additional information please do not hesitate to contact me.

Kind regards

Yours sincerely



Meghan Allen
Associate
NTR Planning



Enc.

cc. Bushell, Alex 