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Submitted via the Planning Portal
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15th October 2020

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

Dear Mr Marfleet

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:

- Relocation of existing internally illuminated hanging sign (Stable Street)
- 1 no. internally illuminated hanging sign (Viaduct level)
- 1 no. internally illuminated letters on steel finish back panel archway sign (Yard Level)
- Replacement of column sign with 1 no. internally illuminated projecting sign (Yard Level)
- 1 no. internally illuminated way finding sign, within existing stairwell (Yard Level)

The advertisements proposed through this application have been discussed with officers and positive pre-application advice has been received. An application for Listed Building consent has been submitted in parallel (planning portal ref. PP-09100235).

Background

As you are aware, our clients Samsung Electronics UK took occupation of unit 1, Coal Drops Yard, Kings Cross in July 2019. Since this time Samsung have been gathering data to understand how consumers found the store. The building is unusual in that it is effectively a second-floor retail space, with access through the historic Coal Drops Yard (CDY) building. Existing signage was carefully designed to guide people in, whilst respecting the architectural and historic interest of the building. However, consumer responses confirm continued difficulty in navigation and wayfinding. Samsung wish to address this through amendments to the package of signs to clearly mark out the access points and identify the various routes to the store.



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 previously agreed that there were 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:

Relocation of existing Internally Illuminated Hanging Sign (Stable Street)

The existing internally illuminated hanging sign in the left-hand archway of Stable Street is ineffective due to its set back from the outer face of the arch (it is currently 1.755m recessed). In order to address this, Samsung propose to move the sign forward by 333mm to afford greater visibility in oblique views. The sign itself is unchanged. The pre-application advice received confirmed that this was acceptable, subject to the sign being fitted to the existing metalwork above. This has been achieved by adding an extension bracket to the existing beam. The brick work remains untouched.

Yard Level Archway Sign

The Yard level entrance is one of the main pedestrian access points to the store, however there is currently no clear indication that the stairway leads to Samsung. At pre-app a hanging sign was proposed in the left-hand archway. Officer feedback confirmed that the location was acceptable, however the fitting (previously proposed to be directly into the historic brickwork) was not supported. In order to address this, Samsung have redesigned the sign to fit within the existing archway. An aluminium back panel (weathered steel finish to match existing signage) follows the shape of the arch, with individually illuminated letters (fret cut with acrylic face) positioned centrally within it. The sign can be fixed directly to the existing metal mesh, leaving the brickwork unaffected. The use of the archway features for signage is consistent with other retail units within Coal Drops Yard and in keeping with the character of the area. The archway sign has been shared with officers in advance of application submission and is considered appropriate.

Replacement of existing Column Sign with Blade Sign (Yard Level)

Consumer feedback has shown that the existing column sign, which is attached to the brick work between the two arches at Yard level, is not assisting with navigation to the store. It is therefore proposed to remove this sign and replace it with a single projecting 'blade' sign. The position, materials and proportions are consistent with the signage at Viaduct level above. This sign was supported by officers at pre-app.



Viaduct Level Hanging Sign

It is proposed to install a hanging sign in the left-hand archway to the stairwell at Viaduct level, to clearly identify this as a route through the building to the store. The sign will be identical to that which currently exists at the Stable Street archway. It will be fixed to the existing metal beam, with an extension bracket and suspension drops, so that it sits approximately 400mm back from the archway. This sign was supported by officers at pre-app, subject to details of fixing (to avoid interruption to the historic brickwork). The brickwork is untouched. The column sign currently fixed to the brick pillar between two arches, will be removed.

All new signs are consistent with existing signage in terms of scale, proportion, materials and colour palette. They accord with the character of the building and the area generally.

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

A handwritten signature in black ink, appearing to read 'M. Allen'.

Meghan Allen

Associate

NTR Planning

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Enc.

cc. Bushell, Alex (alex.bushell@camden.gov.uk)