

## 6. Impact on the Significance

The proposals for the signage were initially presented to Camden Council's Planning and Conservation Officers and a pre-application meeting held on 12th November 2019. A number of minor comments were made in relation to the proposed new signage included within this application. The proposals have since been amended and refined to incorporate their comments.

The existing signage locations were developed through the initial 2015 application, and further refined and agreed as part of the 2018 application. The revised signage included within this document has taken into account the comments raised in previous discussions with the London Borough of Camden, and through the pre-application process undertaken in November 2019, to ensure that harm to the listed building and conservation areas is reduced or eliminated.

As with previous applications, the current proposals take into account the architectural form and character of the building, to complement the scale and form of the arches and piers which define the architecture of the Eastern Coal Drops.

Furthermore, the refinement of the signage strategy is based on user feedback during the past year, and therefore includes removing modern signage where possible or slight adjustments in location and form, as well as additional signage.

- The **minor adjustment to the location of the hanging sign on the east elevation**, which is the most prominently located sign, will continue to be fixed to one of the new beams. This will prevent damage to the historic brickwork arches. It will improve visibility of the sign in long views along Stable Street without becoming unduly prominent in views from Granary Square, identified in the Conservation Area Statement as being of particular significance. It will be centred on one of the viaduct level arches. Details of the fixing are shown on the drawing 'Hanging Sign Bracketry'.

The internal lighting will be internal white LEDs as

existing.

**This de-minimis change will have a no impact on the significance of the Listed Building or Conservation Area but will improve wayfinding, which in turn will assist visitors to Samsung King's Cross.**

- The **additional hanging sign at Viaduct Level** on the west elevation will match that on the east elevation. It will also be fixed to modern steelwork, preventing damage to the historic fabric of the building, and be centred on the arch. Its impact on the conservation area will be to introduce an additional illuminated sign at Coal Drops Yard, however given the large number of modern retail signs in the central yard, this relatively modest addition cannot be considered to overly detract from the character or appearance of the building.

The addition of the hanging sign will also be balanced by the removal of the nearby column sign, thereby reducing visual clutter and excessive signage.

**This change will cause minimal harm to the heritage assets, which is in part off-set by the removal of a nearby sign.**

- The **new sign within the archway of the viaduct at Yard Level** has been redesigned in response to the pre-application comments, to be more in-keeping with the architectural form of the viaduct, and to prevent fixing into historic fabric. As noted in the pre-application response, the location was considered acceptable for a sign, and similar locations are used around Coal Drops Yard for other retail signage. The officers' concern regarding fixings has been mitigated by the use of the modern metal mesh as a backing for the sign.

**This new sign will cause minimal harm to the significance of the Listed Building or Conservation Area but will improve wayfinding, which in turn will assist visitors to Samsung King's Cross.**

- The **existing column sign at Viaduct Level will be replaced by a blade sign**. This will also be fixed into the mortar joints. As there is a strong precedent

for blade signs at Coal Drops Yard, this substitution will enhance the character of Coal Drops Yard, and is more in-keeping with the traditional retail signage used elsewhere in the area.

**This change will enhance the appearance of the Listed Building and Conservation Area.**

- The **additional internal wall-mounted wayfinding sign** is designed to match the existing ones approved in nearby locations. It will not fix directly into the brickwork, and the proposed new conduit will match the other modern conduit used throughout Coal Drops Yard, and enhance the industrial character of the building.

**This change will cause no harm to the significance of the Listed Building, and will not be visible from the Conservation Area.**

None of the proposed signage will affect the archaeological remains of the building's original railway usage. The proposed materials have an industrial aesthetic that is appropriate for the industrial heritage of the building and conservation area. They will be clearly legible as modern additions to the building, and can be removed at a future date without causing lasting damage.

Having reviewed the signage proposals and their locations on different parts of the site, we consider that the proposals will cause very minimal harm to the significance of the listed building or the surrounding Conservation Area, which is offset by the justification for improving the visibility and wayfinding to the retail unit.







## 7. Justification

Under section 16 of the 2018 National Planning Policy Framework ('Conserving and enhancing the historic environment'), Paragraph 185 sets out the risk that neglect poses to heritage assets and that 'Local planning authorities should take into account... the desirability in sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation'.

The 2015 applications, which included the signage strategy for the Coal Drops Yard development, were granted consent as they were deemed to be in line with the above aspiration of the NPPF. By creating a viable new use, the historic buildings would be repaired. The addition of sensitive signage was accepted as a necessary part of this development, and the signage strategy that was developed was considered to be sufficiently discreet so as not to cause unnecessary harm to the designated heritage assets.

This approach was adopted for the approved 2018 scheme, of which the new minor adjustments and additions to the signage proposed within this application could be considered a refinement in response to user experiences.

The proposals can be considered justifiable on the grounds that they will improve visitor access to Samsung's retail unit, thereby ensuring its continued success, whilst overcoming some of the issues that have been identified.

The new signage has been designed to be in-keeping with the retail signage used across Coal Drops Yard, and will therefore further enhance the character and appearance of the Conservation Area and Listed Building.

The proposed fixing for the signs included within this current application will, as shown in the attached drawings, be fixed into the mortar joints wherever possible so as not to damage the historic brickwork, or utilise modern steelwork.

The current proposals, which have responded to the concerns of Camden's Planning Officers are, therefore, compliant with Section 16 of the NPPF. We also consider them to now be compliant with Policies 7.4 and 7.8 of the London Plan 2016; and Policy D2 (Heritage) of the Camden Local Plan (2017).

We consider that any minor impact that the signage will have on the character and appearance of the Eastern Coal Drops will not cause harm to its significance and be more than outweighed by the benefit in ensuring the future success of Coal Drops Yard. Furthermore, the simple, robust design is appropriate for the new context of the building as a retail destination, and is in-keeping with the string, utilitarian details of the original building.

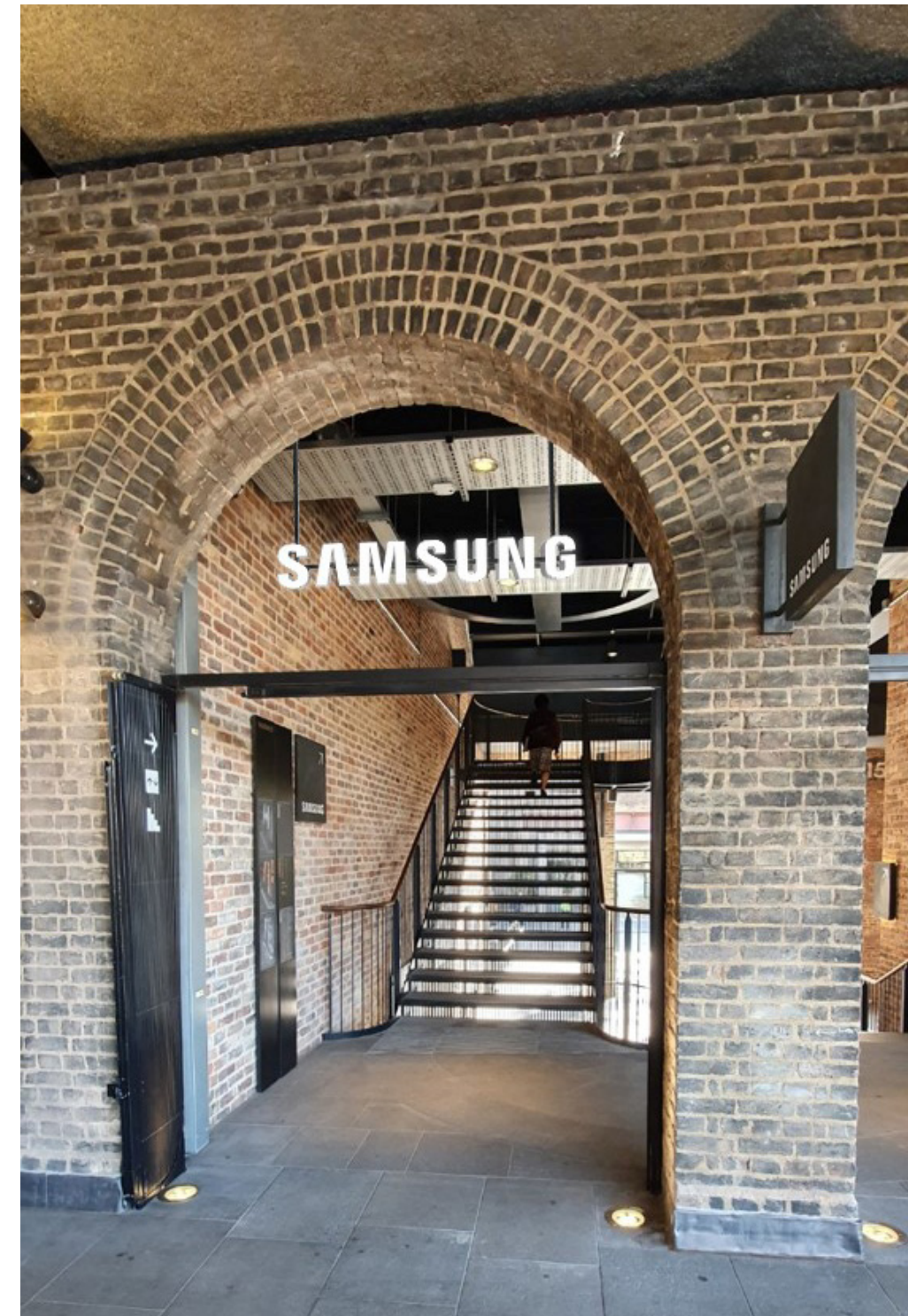


Figure 17 (opposite): Aerial view of the Regent's Canal, Granary Square and Coal Drops Yard looking north along Stable Street  
Figure 17 (above): The proposed new hanging sign at Viaduct Level





## 8. Conclusion

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The wider King's Cross masterplan has been widely lauded as a successful example of mixed-use regeneration. Once-derelict historic buildings have been brought into a wide variety of uses. The success of Unit 1, as the most prestigious retail unit within Coal Drops Yard, is critical to the ongoing success of King's Cross. Its success is dependent on adequate, well-designed signage. The success of this retail unit, and Coal Drops Yard as a whole, will ensure ongoing use of the listed building or the surrounding Conservation Area.

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Figure 16 (opposite): Coal Drops Yard in 1990  
Figure 17 (above): Coal Drops Yard in 2019