

# Statement of Community Involvement

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## Coal Drops Yard Pavilion



King's Cross Central  
General Partner Ltd

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July 2024

**KINGS  
CROSS**





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# 1. INTRODUCTION

This Statement of Community Involvement (SCI) is submitted on behalf of King's Cross Central General Limited Partnership (hereafter 'the Applicant'). It accompanies a Planning Application for the introduction of a new Pavilion in Coal Drops Yard ('the Site') within the London Borough of Camden (LBC). The description of development ('the Proposed Development') is as follows:

*'Erection of new single-storey Pavilion building providing flexible retail/commercial unit within Use Classes E(a-b) and associated infrastructure, drainage and landscaping.'*

This SCI demonstrates that a considered approach has been taken to consultation around these proposals with local residents and community groups, as well as engagement with councillors and officers at LBC.

Specifically, it outlines the pre-application public and stakeholder consultation strategy; the activities and engagement that took place with key stakeholders and the local community; the comments that were received throughout the consultation period; and how the Applicant sought to address the feedback raised.

The Applicant proactively sought to hold a variety of consultation activities and events, to ensure the proposals were shared with a variety of stakeholders and everyone had a chance to comment. These included two in-person consultation events and various stakeholder meetings. A communications and engagement strategy is provided later in the document.

All engagement activities outlined in this document were undertaken by the Applicant and its core project team which included the lead architects Fathom Architects, heritage consultants MFA, planning consultants Turley, and community consultation specialists London Communications Agency ('the project team').

The consultation activities that have taken place are in accordance with the London Borough of Camden's Statement of Community Involvement (2023) and reflect the principles for consultation in the National Planning Policy Framework (2023).



## **2. CONSULTATION AND FEEDBACK AT-A-GLANCE**

## 2. CONSULTATION & FEEDBACK AT-A-GLANCE

Our outreach to the local community over the pre-submission public consultation included:



**1,574+**

Flyers delivered locally promoting the consultation



**43+**

Stakeholder letters introducing the project and consultation



**60**

Members of the public attended our consultation events



**12**

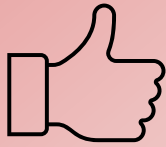
Completed feedback forms (online and print)



**4**

Meetings with stakeholders held

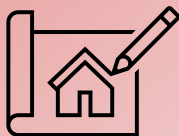
**Common themes from our survey and in-person conversations during consultation show that:**



**Many respondents welcome the proposals – “lovely addition”**



**Support for grab-and-go operator but ensure it is affordable**



**Currently underused with the potential for a new space to attract footfall**



**Majority of consultees were local residents with a smaller group visitors**



# 3. THE SITE AND PROPOSALS



# 3. THE SITE AND PROPOSALS

## THE SITE AND ITS CONTEXT

The Site at Coal Drops Yard lies within the King's Cross estate in King's Cross ward, London Borough of Camden. It is located at the southern end of the yard and subject to planning consent will comprise one building in a Pavilion form.

The site is located in the southwestern area of the King's Cross neighbourhood and near two large train stations serving London and United Kingdom, St Pancras International and King's Cross.



*Aerial view of Coal Drops Yard.*



## THE PROPOSALS



*View of the new Pavilion from the viaduct above*

The proposals for the Site for the purposes of public consultation, are to deliver a new Pavilion in the southern area of the yard, which would serve to:

- Define new routes, supported by greenery and planting
- Support existing retail spaces, whilst introducing a new grab-and-go offer
- Maintain existing event and environment spaces
- Maintain existing dwell areas, and create a new public dwell space



# 4. OUR APPROACH

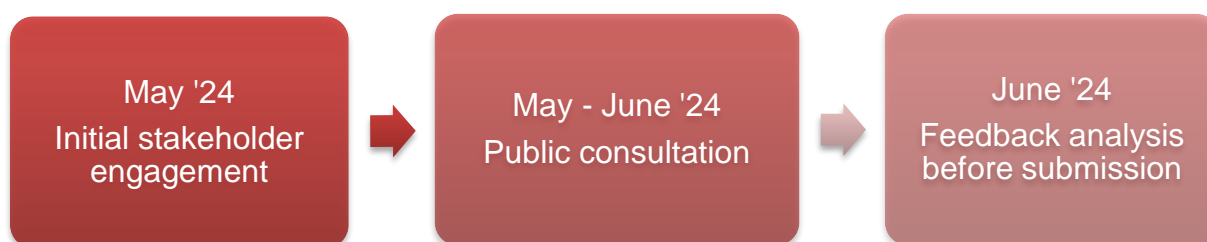
## 4. OUR APPROACH

LCA was appointed by the Applicant to lead a programme of consultation on the proposals. This was undertaken alongside consultation with LBC planning officers and statutory consultees.

The objectives of the consultation were:

- a. **To conduct a targeted consultation**, engaging with the residents living closest to the Site, including through various resident and community organisations, as well as local politicians and businesses.
- b. **To explain clearly the aims behind the proposals** and how they would benefit Coal Drops Yard, exhibiting all the proposals with as much detail as available at the time.
- c. **To be honest and up front**, not least about the issues that are known to be of interest to residents already, including the yard being underused.
- d. **To provide opportunities for people to express their views** through various communications channels, including meetings, an in-person exhibition, consultation website and email, alongside a feedback form (online and print).
- e. **To ensure the Applicant and consultant team engaged directly with the public**, ensuring that comments were directed to the Applicant, and enabling them a deep understanding of people's views.
- f. **To work closely with planning officers and councillors**, so that they are aware of the proposed development, key consultation activities and outcomes.

### CONSULTATION TIMELINE





# 5. CONSULTATION ACTIVITIES



## 5. CONSULTATION ACTIVITIES

This section details all the consultation activities undertaken in advance of planning submission.

The local authority has been consulted and involved in the design throughout the evolution of the scheme and have been kept up to date on our public consultation plans.

Due to the relatively modest scale of the scheme, the engagement was undertaken in one phase, as detailed below. A period of time was used between the end of the period of engagement and submission of the planning application for the design team to reflect on feedback and make amendments to the proposals where appropriate. All changes and responses to the feedback received are detailed in Section 7.

The public consultation took place between May and June 2024 and set out the Site's context, the Applicant's vision for the Site and designs. The consultation activities undertaken are set out below and detailed throughout this section.

The consultation and promotional activities undertaken have been detailed below:

- A flyer sent to 1,574+ local residents and businesses, inviting them to attend public exhibition events and view the website
- Two in-person public exhibition events, attended by 60 people
- Notifications sent via King's Cross estate's internal channels of engagement
- Physical and digital survey, which was completed 12 times
- Emails sent to 43+ stakeholders across the King's Cross neighbourhood
- Four stakeholder meetings held
- 114 views to the project website

The plans met a mostly warm reception and were seen as a welcome addition to the yard, with feedback received on the type of accessible occupiers needed in the new Pavilion, what type of retail offers residents would like to see across King's Cross estate more broadly, and suggestions of how Coal Drops Yard can be improved. A full review of feedback is available in Section 6.

## STAKEHOLDER ENGAGEMENT

Initial introductory emails were sent on 13 May to local key stakeholders – as set out in tables 1, 2 and 3 below. The email introduced the project, the retail strategy behind the plans, and an invitation to meet. This introductory email can be found in Appendix A.

The targeted stakeholder list was developed by the Applicant and LCA at the start of the project to ensure the correct stakeholders were consulted, and the list was added to throughout the pre-application process where needed and advised on by consultation participants.

### Local ward members

Organisation	Stakeholder name(s)	Role(s)
London Borough of Camden – King’s Cross ward members (Site ward)	<ul style="list-style-type: none"> <li>• Councillor Lotis Bautista</li> <li>• Councillor Jonathan Simpson</li> <li>• Councillor Martin-Lane</li> </ul>	King’s Cross ward councillors
London Borough of Islington – Caledonian ward members (neighbouring ward members)	<ul style="list-style-type: none"> <li>• Councillor Paul Convery</li> <li>• Councillor Sara Hyde</li> <li>• Councillor Una O’Hallaran</li> </ul>	Caledonian ward councillors

Table 1: Local political stakeholders contacted during the consultation period.

### Local key stakeholders

Organisation
Regents Canal CAAC
Friends of Regents’ Canal
Canal and River Trust
King’s Cross-Brunswick Neighbourhood Association
Somers Town Community Association
Somers Town Neighbourhood Forum
King’s Cross Conservation Area Advisory Committee
Historic England
Victorian Society
Global Generation
Somali Youth Development Resource Centre
Calthorpe Project
Maiden Lane Community Centre
St Pancras Community Association
Ki’s Cross Academy
Frank Barnes School for Deaf Children
Queen Alexandra Mansions TRA
Bloomsbury Residents’ Action Group (BRAG)

Table 2: Local key stakeholders contacted during the consultation period.

### Local residential and commercial occupiers at King’s Cross

Category	Organisation
Commercial occupiers	Havas UK Ltd
	Astrazeneca UK Ltd
	Merck Sharp & DOHME (UK) Limited
	RS Group PLC
	Google UK Ltd



	London Borough of Camden
	The Office Group Properties Limited
	Newday Cards Limited
	Meta
	Universal Music Operations
	Deep Mind
	XTX Markets
	Sony Music Entertainment
	Nike (UK)
	Hoare Lea
Residential occupiers	Gasholders
	Tapestry
	Plimsoll
	R8, Triangle and Capella
	Rubicon Court
	Saxon Court
	Roseberry Mansions

Table 3: Local commercial and residential occupiers on the King’s Cross estate contacted during the consultation period.

Follow-up emails were sent to key stakeholders, reiterating the invitation to meet and notifying the stakeholders of the launched consultation. Correspondence continued with stakeholders who had sent queries to the project team or accepted the invitation to meet.

It is noted that Historic England is not considered to be a statutory consultee for the purposes of the application (in accordance with the [“Guidance on when to consult Historic England on proposals for development management”](#)). It was confirmed via conversations with LB Camden officers that they had contacted Historic England who had noted that any referral or consultation would be at Camden’s discretion. As such, Historic England have been included in the stakeholders that were notified of the proposals as part of the Applicant’s consultation, although they are not a statutory consultee.

In response to stakeholder outreach the Applicant met with four stakeholders and discussed with project with further stakeholders via email. The meetings took place either via online through Microsoft Teams or in person at the King’s Cross Visitor Centre which benefitted from the Kings Cross Estate model. Table 4 sets out who was met with during the consultation period.

### Stakeholder meetings

Stakeholders	Date and venue	Discussion points
King’s Cross ward member – Councillor Jonathan Simpson	<ul style="list-style-type: none"> <li>22 May 2024</li> <li>Online via Microsoft Teams</li> </ul>	The discussion focused on the introduction of the new Pavilion and benefit to the local community, including social value
Victorian Society	<ul style="list-style-type: none"> <li>4 June 2024</li> <li>Online via Microsoft Teams</li> </ul>	The discussion focused on the principle for the new Pavilion and design and heritage aspects of Coal Drops Yard
King’s Cross ward member – Councillor Lotis Bautista	<ul style="list-style-type: none"> <li>7 June 2024</li> <li>King’s Cross Visitor Centre</li> </ul>	The discussion focused on the target audience for the new Pavilion and consultation outreach





Canal & River Trust	<ul style="list-style-type: none"><li>• 1 July 2024</li><li>• Online via Microsoft Teams</li></ul>	The discussion focused on the Pavilion use and history of the site
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## PROMOTION

The Applicant undertook local promotion of the consultation website and events to ensure as many local people as possible were aware of the Proposed Development, and how they could share their thoughts on the Applicant's plans.

### Consultation website

All the promotional activity was supported by a bespoke consultation microsite for the proposals, [www.cdypavilion.co.uk](http://www.cdypavilion.co.uk). This was made live as promotion of the pre-submission consultation was first launched on Tuesday 21 May 2024. It includes information on the Site, the proposals, and details of the events, including how to contact the project team and share feedback.

Screenshots showing the website and content live can be found in Appendix B.

### Consultation email address

The Applicant set up a consultation email address ([cdypavilion@londoncommunications.co.uk](mailto:cdypavilion@londoncommunications.co.uk)) as a means of reaching out to stakeholders and as a method of communication for consultees to contact the team or share feedback.

### Flyer

At the same time as the website was launched, an A5, double-sided flyer was delivered via door-to-door delivery to 1,574 local residents and businesses around the site on Wednesday 22 November. The full flyer can be found in Appendix C and its distribution area is shown in Appendix D. The flyer can also be found below.

The flyer introduced the project and the Applicant. It invited the public to visit the consultation website to find out more and give feedback, and invited them to attend the in-person exhibition events with a map on the back page showing the site and the exhibition venues.

# Coal Drops Yard Pavilion

As part of our evolving retail strategy which responds to customer feedback, we are making improvements to Coal Drops Yard to make it more welcoming and accessible for all.

To do this, we are proposing a new Pavilion structure in the central yard that will improve the customer experience and introduce more accessible retail options for residents, workers and visitors.



Artist's impression of the new Pavilion

## Our proposals for the Coal Drops Yard Pavilion will:

- Improve the overall shopping and dining experience for customers
- Improve navigation in and around Coal Drops Yard
- Create a more vibrant place with additional landscaping and dwell space
- Create new accessible retail opportunities

## Come meet the team and learn more

We are currently in the design phase for the new Pavilion and are looking to hear the views of the local community.

We will be holding public exhibition events at the King's Cross Visitor Centre (11 Stable Street, N1C 4AB) on:

- Thursday 30 May 2024, 12pm – 3pm
- Monday 3 June 2024, 4.30pm – 7.30pm



## Get in touch

- CDYpavilion@londoncommunications.co.uk
- CDYpavilion.co.uk



Scan the QR code to visit our website and learn more

**KING'S CROSS**

Flyer – front and back page.

## CONSULTATION EVENTS

### In-person public exhibition events

The two public exhibition events were held at the King's Cross Visitor Centre (11 Stable St London N1C 4AB ) front reception area. The events were both held in the afternoon and the evening to ensure as many people as possible would have a chance to attend. The venue is a short distance from Coal Drops Yard and easily accessible and purpose-built for the community to use and speak with the core project team. In addition, the location is highly visible from the high street, and was well signposted with an A-board outside the venue advertising the event. The venue was fully accessible to the disabled, and a map showing the venue location was printed on our flyers and website, as seen above.

The public exhibitions were held across two days at the below times. Across the two events, there were a total of **60 attendees**:

Date	Time	No. attendees
Thursday 30 May 2024	12pm to 3pm	23
Monday 3 June 2024	4.30pm to 7.30pm	37
<b>TOTAL</b>		<b>60</b>

Table 5: Public exhibition events details.

The proposals for the Site were displayed on a series of six exhibition boards, introducing the Site, its constraints, the planning history vision for the future retail offer, and setting out in detail the



proposals and its sustainability credentials. The boards are shown in Appendix E. Ahead of the first exhibition, the boards were uploaded to our consultation website for the public to view online and download.

Also provided were A5, landscape comments cards (shown in Appendix F) for attendees to leave their contact details and share feedback. **11 comments cards were returned at events**, in addition to **one survey completed online** and the feedback from them is integrated into the summary in Section 6.



*Images from the public exhibition events.*



# 6. FEEDBACK

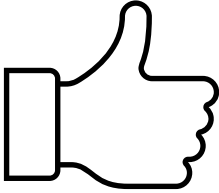
## 6. FEEDBACK

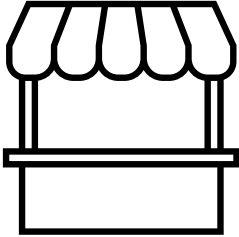
This section provides a summary and analysis of all feedback received throughout the pre-application consultation period. The local authority has also been consulted and involved in the design throughout the development of the scheme and multiple pre-application meetings have been held with LB Camden. Further details of these can be found in the Planning Statement and the Design and Access Statement.

As set out in Section 5, feedback was acquired through the feedback forms (physical and digital), in-person conversations at the public exhibition events, and stakeholder meetings.

Following the consultation, all comments received were analysed and fed back to the project team to inform the designs for the site. In addition, any questions asked were responded to by the team.

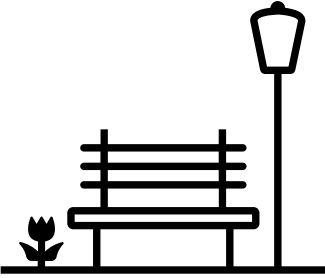
### FEEDBACK SUMMARY

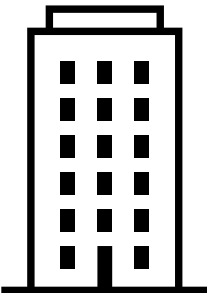
 <p><b>Overall principle supported</b></p>	<ul style="list-style-type: none"><li>• <b>Broadly the plans were welcomed by the community</b>, as they understood the need to enliven the southern yard area, “creating more life and intimate spaces” and the plans being “a good use of empty space”.</li><li>• <b>Consultees thought highly of the idea to introduce the Pavilion</b> to Coal Drops Yard, with those who filled out the comment cards calling the proposal a “great idea” and saying the Pavilion “looks very nice” and “looks good”.</li><li>• <b>Attendees at the consultation event were mostly enthusiastic about the plans</b> but were mindful to ask which brands would occupy the space and of the Applicant’s standards when choosing an occupier.</li><li>• <b>Residents and stakeholders did however query whether this would impact any cultural or events</b> which currently run in Coal Drops Yard, and how the community will continue to benefit, whether that be neighbourhood initiatives or using local supply chains for instance.</li></ul>
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 <p><b>Retail offer</b></p>	<ul style="list-style-type: none"><li>• <b>Many consultees, especially at the public exhibition events were keen to hear about the Applicant’s retail strategy in Coal Drops Yard</b> and across King’s Cross as whole – specifically with knowing how affordable and recognisable brands will be chosen.</li><li>• <b>Attendees did want to ensure there is a balance in shops</b>, with one resident stating the Applicant should “keep independent shops as much as possible” and another saying it “would be good to see more affordable shops”.</li></ul>
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	<ul style="list-style-type: none"><li>• <b>Residents and visitors wanted to know more about how the space would be used</b>, who would occupy the unit and if there would be opportunity to have more than one supplier inside at any one time. A consultee said “more grab and go food would be great.”</li></ul>
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 <p><b>New public place-shaping</b></p>	<ul style="list-style-type: none"><li>• <b>“Wayfinding and making King’s Cross welcoming” was important to the local community</b>, in creating a space that is well-used and draws people in, enabling people to “stay and browse in the area”.</li><li>• <b>Consultees were in favour of the idea of better navigation, more areas to sit with surrounding greenery</b>, plus the creation of shopping streets in the southern part of the yard as a result of the Pavilion.</li><li>• <b>Some attendees were conscious of the events that currently take place in the northern end of Coal Drops Yard</b> and were concerned that the Pavilion may impact these activities and events, with one resident stating: “Hopefully the Pavilion isn’t going to be too big for the space”.</li></ul>
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 <p><b>Design and heritage</b></p>	<ul style="list-style-type: none"><li>• <b>The design reflecting heritage elements of the surrounding historic buildings were supported, with one stakeholder calling the designs “considered”</b> and a resident calling the plans a “lovely addition” and another highlighting that “the design looks great, fits in with the roof (Samsung).”</li><li>• <b>There was a broad understanding of the reason for the placement and footprint of the Pavilion</b> with a resident commenting on how this would bring “the benefit [of] the intimacy needed for major retail parks.”</li><li>• <b>Attendees suggested that the roof should have “good details or plants</b> as many people will be looking down at it” referring to people viewing from the viaduct level.</li><li>• <b>There was general excitement for the finished project</b> and how it will fit in with the wider Coal Drops Yard design theme with consultees “excited to revisit and see!”</li><li>• <b>Concerns around if this would impact views and daylight or surrounding new shopping streets</b> in any way or whether the Pavilion would be “blocking an important open space”.</li></ul>
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# 7. RESPONDING TO FEEDBACK



## 7. RESPONDING TO FEEDBACK

Following the public consultation, LCA reported all feedback received back to the design team for review and consideration. This informed the design process in the period following the phase of consultation, ahead of submitting a planning application.

### RESPONSE TO FEEDBACK

The feedback from the consultation, set out in Section 5, was key for the Applicant to understand the community's priorities for Coal Drops Yard and King's Cross more widely, especially round continuing to improve the retail offer and estate.

The table below notes the common feedback points in summary and the Applicant's response.

Common feedback theme	Applicant response
<p><b>OVERALL PRINCIPLE SUPPORTED</b></p> <p>There was support in general for the project and the principle of developing a Pavilion structure in the centre of the southern part of the Coal Drops Yard to improve the retail offer and the yard as a space for residents and visitors to spend more time..</p>	<p>This was duly noted by the Applicant.</p> <p>The Applicant said the proposals are focussed on improved placemaking and aiming to improve the overall shopping and dining experience, enhance navigation and creating new, accessible retail opportunities – developing a more vibrant place.</p>
<p><b>RETAIL OFFER</b></p> <p>During the consultation, it was evident people were interested in the Applicant's retail strategy within Coal Drops Yard and across King's Cross. Consultees wanted a balance in retail offering, bringing more accessible shops but keeping some independent boutiques. Specifically for the new Pavilion, attendees were keen to hear who would operate the space.</p>	<p>The Applicant spoke at length during the consultation events about its ambition across the King's Cross estate and the more concentrated retail strategy for Coal Drops Yard.</p> <p>The Applicant said the evolving retail strategy at King's Cross means it is diversifying the retail mix to include more accessible brands, adding to the wide range of independent brands our residents know and love. The wider proposals for the estate include a new grab-and-go food offer, leisure and social spaces, neighbourhood dining and more everyday practical amenities – specifically for the new Pavilion, there is a desire to have a new grab-and-go food operator that has a breakfast, lunch and dinner offer throughout the day operate the space, but the building would be a flexible space so it could suit other types of operators if needed.</p> <p>The Applicant responded by saying it is continuing conversations with several potential occupiers for retail spaces across the estate and have several exciting new announcements to make over the coming months.</p>
<p><b>PUBLIC PLACE-SHAPING</b></p>	<p>The Applicant was pleased to see that residents and visitors welcomed this use for the southern area of the yard, and the</p>

<p>The consensus was that currently Coal Drops Yard does not offer a space for residents or visitors to come and dwell in. Consultees welcomed a Pavilion that would offer more structure in navigating and browsing in the yard, and with seating and added greenery, and creating new shopping streets, the proposal could reinvigorate an unused space.</p>	<p>additional seating, landscaping including moveable planting and better wayfinding.</p> <p>In relation to the impact on events and cultural offerings, the Applicant highlighted that two thirds of the yard remains available for the usual events that take place and more that could happen in the future. In fact, there remains space for additional seating in the central point of the yard and events to happen in the northern portion of the yard – all while the Pavilion is situated at the southern end.</p>
<p>However, consultees were sure to ask about the impact this has on the current cultural and event offer in the yard, and also how the Pavilion would change the 'look and feel' of the various entrance points to Coal Drops Yard.</p>	<p>The Applicant emphasised the improvements to the atmosphere of the yard on entry from various points. With new signage, lighting and the shopping streets the Pavilion would create, the yard will feel more intimate and attractive for residents and visitors alike, pushing shoppers to interact with more of the retailers.</p>
<p><b>DESIGN AND HERITAGE</b></p> <p>Throughout the consultation there were questions which surrounded the thought process behind the design and how it would respect the heritage and history of the yard, with people telling us their stories of living or working in or around King's Cross and memories of what Coal Drops Yard used to be.</p> <p>Many consultees liked the design of the Pavilion and the architecture and materiality proposed, but some did express their concerns about how the buildings footprint could obstruct the area, including views and daylight.</p>	<p>The Applicant stated that the Pavilion will bring a more revitalised, animated and vibrant character to the south of Coal Drops Yard. The shape and façade of the Pavilion is designed to reflect the Victorian arch which has been prevalent across the yard and along Regent's Canal for over 140 years -however with a light, contemporary style, echoing the newer architectural form of the kissing roofs (Samsung, King's Cross). The Pavilion's positioning and form also ensured important local views of the gable end of the western Coal Drops and the kissing roofs and beyond were maintained.</p> <p>The Applicant made it clear that the Pavilion with its glazed form would ensure the passage of daylight into and out of the building throughout the day and evening. The Applicant has recently incorporated sensitive lighting in parts of the yard to improve light in darker areas. The footprint of the Pavilion aims to create a sense of providing a more side street feel and similar to nearby Lower Stable Street.</p>

Table 6: Applicant's response to consultation feedback on the proposals.



# 8. CONCLUSION



## 8. CONCLUSION

The Applicant has undertaken a thorough programme of consultation including pre-application discussions with the London Borough of Camden, as well as meetings with the site's neighbours, political stakeholders, local community and interest groups.

The Applicant has carried out a consultation digital and physical consultation methods, including face-to-face consultation events and hybrid meetings. The comprehensive project website was kept updated with the latest detailed information and an email address to contact the Applicant and the project team. Virtual and in-person meetings and in-person public exhibitions were held at a range of different dates and times, to ensure as many people as possible could participate in the consultation.

The consultation was advertised with a mix of digital and physical promotion, including flyers, letters, established King's Cross promotional and engagement channels and through stakeholder networks. Those who were not confident using the internet were sent a flyer on the proposals via the post and were able to give feedback over the phone, in written form or at our in-person public exhibition if they preferred.

Overall, the feedback received shows the vast majority of consultation participants supporting the principle for a new Pavilion in Coal Drops Yard and praising the design, including how this relates to and interacts with the current architecture.

Consultees welcomed the idea [of a pavilion, acknowledging how it would bring life to an underused space. They considered the proposal would](#) revitalise the southern part of the yard and with it make the yard more vibrant and attractive- including by improving navigation, the sense of intimacy and providing more dwell areas- and positively received plans to bring more affordable and accessible brands to King's Cross.

Attendees at the consultation event were mostly enthusiastic about the proposals, as they thought it would bring more life to an underused space.

Following the public consultation, the applicant reviewed all feedback which was provided by the community to appreciate and understand the views of local residents and businesses and that of visitors who regularly come to King's Cross.

The Applicant has committed to maintaining close engagement with the local community after the application has been submitted and throughout the planning and construction process.

The Applicant would like to thank all members of the local community and others who have taken the time to participate in the consultation, ask questions and provide feedback to the Project Team.



# 9. APPENDICES



## 9. APPENDICES

Appendix A: Introductory stakeholder emails

Appendix B: Consultation microsite

Appendix C: Promotional flyer

Appendix D: Distribution area – flyer

Appendix E: Public exhibition display boards

Appendix F: Feedback form



## **Appendix A: Introductory stakeholder emails**

Dear XX,

By way of introduction, I am Doug Beasley, Planning Manager at Argent, a partner of the King's Cross Central Limited Partnership.

I am writing to you today to introduce the Coal Drops Yard Pavilion scheme being brought forward at King's Cross, which I am the project lead for.

The retail offer at Coal Drops Yard has evolved and grown over the last five years since it first opened to deliver the best of the British high street and the British side street. This evolution will continue with the arrival of several exciting new brands in 2024 and plans for the proposed new Pavilion in the central yard. Demand for space continues from both independent and established brands, as demonstrated by the diverse and accessible mix of new retailers joining Coal Drops Yard this year.

Feedback from our customers shows that they want to see more accessible brands, grab-and-go food options and an improved customer journey through Coal Drops Yard. We are responding to this by exploring ways to increase the number of units available to lease and have recently implemented several wayfinding and lighting improvements which help shoppers more easily navigate their way around the central yard area.

Subject to planning approval, the Coal Drops Yard Pavilion will provide a flexible retail space that can be used for one or more occupiers, as well as acting as a landmark and meeting place for visitors to the area. It will also activate a currently under-utilised and exposed space in the central yard and channel customers to existing shops, ensuring they don't miss out on the full range of shops and restaurants on offer.

We are in the design stages of still at the early stages of refining our proposals for the new Pavilion and are beginning discussions with the local community, ahead of submitting our planning application. We'd therefore welcome the opportunity to discuss our plans with you, as a key stakeholder in the area.

I would therefore like to invite you to meet myself and other representatives from Related Argent in Coal Drops Yard so we can show you the space and our proposals for the Pavilion, as well as outlining our future plans for Coal Drops Yard. Please let us know when you have some availability in the next few weeks.

We will also be holding a series of public consultation events in the coming weeks where we will display our proposals for the Pavilion at the to-scale model of the estate in the King's Cross Visitor Centre. We will provide more information on these events in due course.

Our community engagement partner, LCA (copied into this email), will follow up to arrange a meeting at a time convenient to you. In the meantime, please do let me know if you have any questions.

Yours sincerely,

Doug Beasley  
Planning Manager





# Coal Drops Yard Pavilion





**As part of our evolving retail strategy which responds to customer feedback, we are making improvements to Coal Drops Yard to make it more welcoming and accessible for all.**

To do this, we are proposing a new Pavilion structure in the central yard that will improve the customer experience and introduce more accessible retail options for residents, workers and visitors.

## Our proposals

-  **Improve the overall shopping and dining experience** for customers
-  **Create a more vibrant place** with additional landscaping and dwell space

-  **Improve navigation** in and around Coal Drops Yard
-  **Create new accessible retail opportunities**





### Come meet us

We are currently in the design phase for the new Pavilion and are looking to hear the views of the local community.

- 📍 We will be holding public exhibition events at the King's Cross Visitor Centre (11 Stable Street, N1C 4AB) on:
- 📅 Thursday 30 May 2024, 12pm – 3pm
- 📅 Monday 3 June 2024, 4.30pm – 7.30pm

[View the boards being presented here](#)



### Meet the team

#### King's Cross Central Limited Partnership (KCCLP)

The King's Cross estate is owned by KCCLP, which comprises pension fund AustralianSuper and clients of the international business of Federated Hermes. Related Argent is the Asset and Development Manager for King's Cross and is developing plans for the Coal Drops Yard Pavilion on KCCLP's behalf.



#### Fathom Architects

#### Fathom Architects

Fathom Architects specialises in unlocking complex briefs and sensitive sites. A unique collective of specialists centred around a core team of creative architects, Fathom Architects creates places that are successful contextually, commercially and for their communities. Not unfathomable, but simply places that connect deeply with people.



## Have your say

First name \*

Second name \*

Address

Email Address \*

Phone number

I agree to be contacted about the proposals for Coal Drops Yard Pavilion London Communications Agency (LCA) is our community engagement specialist and is supporting us on our community consultation for this project. As part of this, LCA will be the controller of your personal information. For more information on how LCA will use your personal information, please visit: [londoncommunications.co.uk/privacy-policy](https://londoncommunications.co.uk/privacy-policy)

Message \*

Submit

## Get in touch

✉ [CDYpavilion@londoncommunications.co.uk](mailto:CDYpavilion@londoncommunications.co.uk)

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**Appendix C: Promotional flyer**

Front page:

# Coal Drops Yard Pavilion

**As part of our evolving retail strategy which responds to customer feedback, we are making improvements to Coal Drops Yard to make it more welcoming and accessible for all.**

To do this, we are proposing a new Pavilion structure in the central yard that will improve the customer experience and introduce more accessible retail options for residents, workers and visitors.

Artist's impression of the new Pavilion



**KING'S CROSS**






Back page:

### Our proposals for the Coal Drops Yard Pavilion will:

-  **Improve the overall shopping and dining experience** for customers
-  **Improve navigation** in and around Coal Drops Yard
-  **Create a more vibrant place** with additional landscaping and dwell space
-  **Create new accessible retail opportunities**

### Come meet the team and learn more

We are currently in the design phase for the new Pavilion and are looking to hear the views of the local community.

-  We will be holding public exhibition events at the King's Cross Visitor Centre (11 Stable Street, N1C 4AB) on:
  -  Thursday 30 May 2024, 12pm – 3pm
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### Get in touch

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 [CDYpavilion.co.uk](http://CDYpavilion.co.uk)



Scan the QR code to visit our website and learn more

**Appendix D: Distribution area – flyer**

Sent to 1,574 local residents, businesses and stakeholders.



# Welcome

## Thank you for visiting this exhibition on our proposal for the Coal Drops Yard Pavilion.





Over the past 18 months, we have been looking at ways to improve the shopping and dining experience at Coal Drops Yard in response to customer feedback. Initial measures have included improved lighting under the viaduct and the introduction of planters and seating to enliven the space.

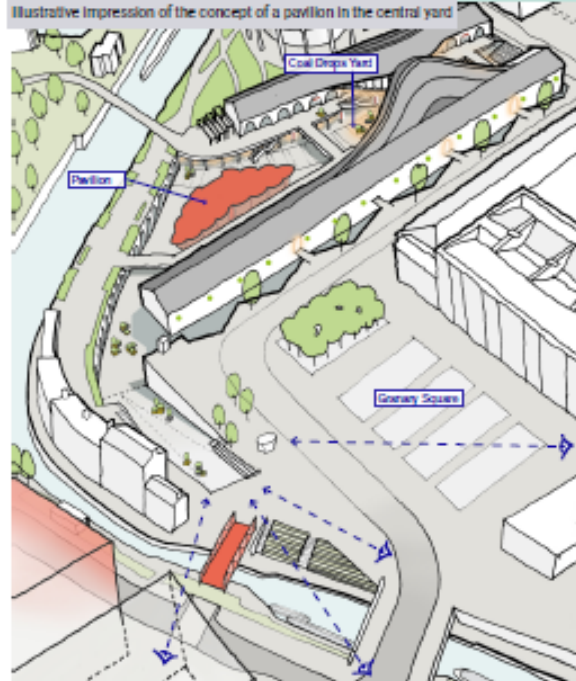
Please read on to find out more about our next step in this journey – the proposals to deliver an exciting new space in the centre of Coal Drops Yard.

We want to hear your feedback and use it to further refine our designs. You can provide feedback by scanning the QR code, filling out a feedback form or by speaking to a member of the team.



### The Coal Drops Yard Pavilion proposals will:

-  Improve the overall shopping and dining experience for customers
-  Create a more vibrant place with additional landscaping and dwell space
-  Improve navigation in and around Coal Drops Yard
-  Create new accessible retail opportunities



-  New signage
-  New audio speaker proposals
-  New lighting
-  Proposed moveable planters


### Who's delivering the project?

## KING'S CROSS

### King's Cross Central Limited Partnership (KCCLP)

The King's Cross estate is owned by KCCLP, which comprises pension fund AustralianSuper and clients of the international business of Federated Hermes. Related Argent is the Asset and Development Manager for King's Cross and is developing plans for the Coal Drops Yard Pavilion on KCCLP's behalf.


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 [CDYpavilion.co.uk](http://CDYpavilion.co.uk)

# Site and context



Historic view of Coal Drops Yard

## Then

Victorian London was powered by coal and the former coal yard was at the heart of the city's coal industry. The buildings circling the yard were built in the 1850s to transfer coal that arrived from the north of England by rail. From here the coal was loaded onto horse-drawn carts to be distributed throughout London.

## Now

Coal Drops Yard has grown rapidly over the last six years to deliver the best of the British high street and the best of the side street.

Reimagined by Heatherwick Studio and completed in 2018, the Victorian architecture has been preserved and is complemented with dramatic contemporary design. It is now a unique shopping and dining destination that attracts millions of people each year.



Today, the reimagined Coal Drops Yard is a thriving shopping and dining destination with a mix of independent and well-known brands.

02

KINGS CROSS



# Our plan for the future of shopping

King's Cross is home to many independent and established retail, leisure and hospitality brands, offering a variety of products and services that are hard to find elsewhere.

We are incredibly proud of the retail offer we have curated here, but we also acknowledge that we need to continue to evolve, adapt and diversify the range of shops to serve an ever-changing community of residents, workers and visitors who come to King's Cross.

Wider proposals for the estate include introducing new grab-and-go food offers, more leisure and social spaces, neighbourhood dining and more everyday amenities for those who live and work on the estate.

These proposals continue into Coal Drops Yard. Here, we are particularly focused on introducing new, accessible retail brands and a grab-and-go food offer. We also recognise that the central yard is a large, under-utilised space which can be hard to navigate. We want to evolve this space to ensure shoppers have the best experience by having visibility of all the fantastic shops on offer.

To do this, we are proposing a Pavilion structure which will improve the overall shopping experience in Coal Drops Yard, improve navigation around the site, create much needed retail space for one or more new grab-and-go food operators and serve as a vibrant landmark and focal point for visitors.

Current view of Coal Drops Yard from the western viaduct entering from Regent's Canal



Retail offer at King's Cross



03

KINGS CROSS





# The design of the Pavilion

The southern end of Coal Drops Yard is a large central space which makes it difficult to navigate when visiting the shops and feedback tells us there aren't enough accessible brands available. The proposed Pavilion will house one or more grab and go operators, create a series of streets around Coal Drops Yard, channelling customers to shops around the edge, whilst adding vibrancy and improving the experience and enjoyment of the space.



A cut of the proposed Pavilion structure from the same viewpoint

## Flexible spaces under historic arches

The Pavilion will act as a focal point, drawing local residents, workers and visitors into the central yard as they cross the Regent's Canal from the west or arrive from Granary Square or Lewis Cubitt Square.

The Pavilion will help to:

- Define new routes, supported by greenery and planting
- Support existing retail spaces, and introduce a new grab-and-go offer
- Maintain existing event and entertainment spaces (purple)
- Maintain existing dwell areas (yellow), and create a new public dwell space

All bringing a revitalized, animated and vibrant character to the south of Coal Drops Yard.

Inside, the Pavilion is being designed with flexibility and adaptability in mind: the space could be used as one unit or divided into two smaller units, depending on the operator.

Outside, the shape and façade of the Pavilion is designed to reflect the Victorian arch, which has been prevalent across the Yard, Viaduct, Bagley Wharf, Lower Stable Street and along Regent's Canal for over 140 years, in a more contemporary style that echoes the newer architectural form of the kissing roofs (Samsung KO). The Pavilion's arches lead the line of sight towards the gable end of the western Coal Drops, the kissing roofs and beyond.



Ground floor plan showing new routes, retail spaces and dwell areas



The existing central yard space in Coal Drops Yard, which is large and uninviting



Example arches seen across the Yard



04

KINGS CROSS

# Emerging designs

## Design in detail

Stained timber arches, columns and soffits reflective of the area's heritage and the timber elements that already exist in the Yard. Timber provides a warmth to the Yard that is currently absent, creating a more welcoming atmosphere on entry to Coal Drops Yard from the Canal and Granary Square.



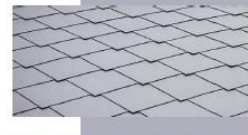
View of the new Pavilion from the Viaduct above



The Pavilion's footprint naturally forms a western street, improving navigability and visitor engagement with the retail and restaurant offer under the viaduct and within Bagley Walk.



The new eastern street created takes inspiration from the scale and intimacy of Lower Stable Street and incorporates a new dwell space. The arches along this facade align to the existing brick arches of the east Coal Drops Yard opposite developing a sense of rhythm.



Metal panels 'shingle' roofing relates to traditional slate roofs, whilst using a more contemporary and dynamic material



Arched roof form referencing local character



The openness of the yard is fully retained to the north of the Pavilion allowing for all current Yard dwell and event spaces to remain, whether for open-air seating or events like King's Cross Summer Sounds and Club Curling.

05

KINGS CROSS



# Our commitment to people and planet

As a new piece of the King's Cross estate, the Pavilion proposals are being developed in alignment with Related Argent's industry leading Sustainability Framework. The Framework aims to set the ambition, track performance targets and guide sustainability outcomes.

## The Pavilion will:



Be connected to the main King's Cross energy centre, minimising both operational and embodied carbon impact



Be constructed from materials sourced, reused and recycled from other demolition sites wherever possible



Enable future adaptation and reuse by passporting materials and designing for deconstruction



## A considerate approach to construction

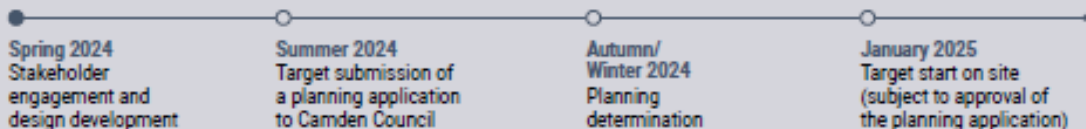
Subject to planning approval, we are aiming to start construction in January 2025, deliberately targeting the quieter period so we have the least amount of impact on neighbours, retailers and residents. Throughout the duration of the construction work, Coal Drops Yard will remain open and operational. At some points during construction, small exclusion zones may be set up to ensure the public's safety.

Noise, dust and vibration will be closely monitored and managed for neighbours and retailers in Coal Drops Yard and within the wider King's Cross estate. Ahead of any disruptive work, communications will be distributed in a timely manner to local businesses and residents detailing the impact, time period and how to get in touch with any questions or issues.

We remain committed to our wider King's Cross estate s106 employment and training obligations for construction as part of this project, supporting local skills development.

## Next steps

Thank you for taking the time to review our proposals for the Coal Drops Yard Pavilion. We hope you found it useful and would be grateful if you could spend a few minutes providing feedback by filling out a feedback form or speaking to a member of the team.





## Appendix F: Feedback form

# Coal Drops Yard Pavilion: Have your say

### About you

First name

Second name

Address (optional)

Email address

Phone number

I agree to be contacted about the proposals for Coal Drops Yard Pavilion

London Communications Agency (LCA) is our community engagement specialist and is supporting us on our community consultation for this project. As part of this, LCA will be the controller of your personal information. For more information on how LCA will use your personal information, please visit: [londoncommunications.co.uk/privacy-policy](https://londoncommunications.co.uk/privacy-policy)

## KINGS CROSS

### Please let us know your thoughts on our proposals

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### Get in touch

✉ [CDYpavilion@londoncommunications.co.uk](mailto:CDYpavilion@londoncommunications.co.uk)

🖱 [CDYpavilion.co.uk](https://CDYpavilion.co.uk)



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