

JULY 2024

# TEMPORARY INSTALLATIONS & EVENTS

**ST.PANCRAS**  
INTERNATIONAL

LONDON ST.PANCRAS  
**HIGHSPEED**

THE  
JOURNEY  
AHEAD



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A photograph of two women embracing warmly in a modern train station. The woman on the left is wearing a light blue denim jacket over a dark skirt, and the woman on the right is wearing a light green jacket over olive green trousers and carrying a woven basket. A silver suitcase is visible in the foreground. The background shows the curved architecture of the station and other passengers in the distance.

# 1.0 WELCOME

London St. Pancras Highspeed

**ST. PANCRAS**  
INTERNATIONAL

# 1.0 WELCOME

## ON BEHALF OF LONDON ST. PANCRAS HIGHSPEED, WELCOME TO ST. PANCRAS INTERNATIONAL

We are the proud owners of a Grade I listed building and one of the most impressive stations in the world. We have a vision to protect and grow a world class railway and commercial environment that integrates with the highly significant architectural and historic character of St. Pancras International.



# 1.0 WELCOME

## 1.1 THE HISTORY OF THE STATION

### FORWARD PLANNING & THE CONSTRUCTION (1840–1868)

From the 1840s, The Midland Railway Company used rail routes to Euston (1837) and King's Cross (1852) stations to deliver goods to London as it did not have its own terminus in the capital. In the early 1860s the Company bought land in the parish of St. Pancras in order to build their own terminus.

They intended to make a grand statement with a display of physical magnificence by building both a station and a hotel of the highest standards.

In 1864, William Henry Barlow, Chief consulting engineer for the Midland Railway Company set out an ambitious timetable to realise his plan to build St. Pancras station in four years.

The station design is a unique response to its challenging geographic context. To accommodate the Regent's Canal to the north, St. Pancras station platform deck was elevated about 20 feet (c. 6000mm) above street level and built on c.690 cast iron columns.

This space at ground level enabled large quantities of pale bitter ales transported to St. Pancras from Burton brewers to be stored in the space directly below the platforms. This continued until the early 1960s.



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# 1.0 WELCOME



## THE OPENINGS (1868 & 1876)

On the 1st October 1868 St. Pancras station was opened to railway traffic albeit without any inaugural ceremony to mark the event. The first train to arrive, at 4.20am was the 10.05pm overnight mail train from Leeds.

The station wasn't actually completed by then, a temporary booking office was used and the northern screen was still due to be glazed.

1876 marks the completion of 'The Midland Grand Hotel', designed by George Gilbert Scott. It was amongst the most expensive railway hotels and incorporated innovative features such as hydraulically operated lifts.

## WAR DAMAGE

St. Pancras station suffered heavy damage during both World Wars. In February 1918, five bombs fell on and near the station and its hotel. One of which hit the glass covered cab road (now the hotel reception) killing 21 people and injuring 32.

Following a direct hit in May 1941, the station was closed for a week and two platforms remained out of service for longer.

## SAVING AN ICON

In the 1960s, the government was looking at reducing the cost and extent of railway operation and in 1966 suggested that King's Cross and St. Pancras railway stations should be amalgamated to create a 'single modern terminus' with 'only fragments of the original buildings recognisable'. This led to a public outcry with people's spirit still raw from the loss of the old Euston station and its magnificent arch.

The poet Sir John Betjeman became the figurehead behind the public movement that led to St. Pancras being listed 'Grade I' in 1967. In 1968, British Railways announced that it would be uneconomical to reroute trains to other stations, protecting the railway function of St. Pancras station.

# 1.0 WELCOME

## CATALYST FOR REGENERATION

Following the 1996 CTRL (Channel Tunnel Rail Link) Act that allowed for the construction of a high speed rail link and stations between the Channel Tunnel and St. Pancras, the restoration and regeneration of St. Pancras could start in earnest.

In order to accommodate international trains, the station was doubled in length, and an additional six new platforms were provided in the extension.

Perhaps one of the greatest changes to the historic station was the reuse of the beer storage area for station facilities. A series of lightwells were cut through the platform deck to bring light and create a wonderful new public and retail environment.

On the 6th November 2007, St. Pancras International was reopened by HM Queen Elizabeth II. The Midland Grand meanwhile, returned to its original function in the form of “ St. Pancras Hotel” Marriott hotel in 2011.



## 1.2 ST. PANCRAS INTERNATIONAL: AN ICON

The station was designed to impress and is one of the most important pieces of Gothic Revival architecture in the country. The station construction and materials are of a very high quality and were designed to showcase the best products from the Midlands: giant wrought iron trusses from the Butterley iron works, Ancaster stone with intricately carved details, and some very fine brickwork using Gripper's Patent Bricks from Nottingham. This contrasts with the functional design of the space provided at street level and that was designed and used as warehouse space, for which London stock bricks and cast iron columns were used.

The structural engineering is historically significant too; the roof structure was the single largest roof span in the world when it was built. Its unique design, whereby the platform deck acts as a tie for the roof arches, was a radical design at the time and was replicated in stations and other buildings all over the world.

In 2007 St. Pancras International became the new London terminus for the high-speed Channel Tunnel Rail Link to continental Europe. Central to this change was the renovation and transformation of the station, which both restored the Victorian architecture to its original glory and also extended the station to meet the demands of 21st century rail travel. In addition to international and domestic train services and Underground interchange St. Pancras International incorporates a 5-star hotel, residential apartments and car parking. It currently has over 60 retail units, offering a wide selection of products and services to cater for the needs of a diverse customer base.

The restoration and redesign of the station was very carefully conceived to enhance the architectural and historic characteristics of the building, from the discreet glazed shop fronts, to the bespoke lighting strategy and carefully concealed building services.

# 1.0 WELCOME

## 1.3 ST. PANCRAS INTERNATIONAL TODAY

**WHERE DINING, SHOPPING & CULTURE MEETS TRAVEL**

**50+ MILLION VISITORS A YEAR**

**A CAREFULLY MANAGED ICONIC LANDMARK & DESTINATION**

When visitors arrive at St. Pancras International they are struck by the extraordinary space. Its dramatic exterior and breath-taking arched interior with its beautifully restored features. Its array of premium shops, restaurants, café's, bars and pubs and stunning public art, live music and special events.

It is a space where curation is key, and quality is everything. Over one million people a week visit the station from a diverse group of international tourists, national visitors, commuters and Londoners. St. Pancras International offers its visitors a wide range of retail opportunities and transport facilities, all under one iconic roof.

We are inspiring, creative, innovative and contemporary and London St. Pancras Highspeed's vision is to build and maintain St. Pancras International's status as an iconic landmark and a destination.



## 1.4 GENIUS LOCI

**St. Pancras International is composed of several distinct public areas with differing characteristics and sensitivities.**

- The Grand Terrace: the original platforms and concourse areas of the historic station.
- The Arcade: an avenue of shops and services housed at street level within the former warehousing space.
- The Circle: a circle of shops and services within the modern extension to the station.
- The Domestic concourse: a wide corridor between the original building and modern extension linking the Arcade to the Circle.

At St. Pancras International the station's visual appearance is crucial to its success. The ability to appreciate the quality of the construction materials and craftsmanship of the detailing is key, as is the impressive scale of the roof-span and the vast space it envelops and the views of the station's sheer length, breadth and height, articulated by the rhythm of the side wall bays and of the Arcade arches.

The quality of intervention but also their duration and programming are important – even very short term displays can cumulatively affect the station's appearance over a period of time and alter perception and appreciation of its historic character and appearance.

London St. Pancras Highspeed pro-actively curates the internal spaces at St. Pancras in two ways; it plans and coordinates promotional activities which respond to seasonal change; and it follows a rigorous design review process to ensure that each individual installation, however small, meets the high standards set by the station itself.

**This guide sets out the parameters, design principles and procedures which we operate to deliver our vision and meet our responsibilities as landlord.**



# 2.0 TEMPORARY EVENTS

# 2.0 TEMPORARY EVENTS & INSTALLATIONS

## 2.1 INTRODUCTION

St. Pancras International is a destination in its own right which the public can enjoy regardless of whether or not they are catching a train. The station's historic architecture is a fundamental part of its appeal and we want to attract more people to view and enjoy it. Events, installations, filming and photography are an important means of animating the station and enhancing visitors' experiences; but London St. Pancras Highspeed also has a legal duty as landlord to ensure that such activations protect and enhance the station's special architectural and historic interest, character and appearance.

Our marketing ethos is to deliver activity that will be fresh, engaging, entertaining, and of a high standard. London St. Pancras Highspeed is keen to host events and activities which are 'firsts' and will work with brands and companies to host installations that have not been tried before.



## 2.0 TEMPORARY EVENTS & INSTALLATIONS



### 2.2 OUR MARKETING PLAN

Our vision is to build and maintain St. Pancras International status as an iconic landmark. It is not our intention to create permanent uses by introducing temporary installations within the station but to continually offer new experiences to our visitors.

Our marketing calendar lays out key themes and objectives for the calendar year and these influence short term activations, pop-up retail, marketing activities and promotional events. Our objective is to get as close a fit as possible between short term activations and seasonal themes to build a more holistic approach.

Retailers activations are managed around topical promotions, for example chocolates at Easter, or female gifts at Mother's Day, or relevant events to indicate a new store opening. At Christmas we accommodate a greater volume of promotional activity in general, whilst other periods, such as the New Year, are quieter. In considering suitable locations for promotional activity we try to make the different parts of the station feel connected and not excluded from any headline theme or activity.

# 2.0 TEMPORARY EVENTS & INSTALLATIONS

## 2.3 STATION-WIDE DESIGN PRINCIPLES

When we review proposals for temporary installations and events within the station we take the following principles into consideration and require that all designers take these into account when developing their proposal:

### VISUAL IMPACT

We will consider the effect on key views and vistas, or on the impression of scale and space. Particular thought should be given to: bulk, massing, sight lines, enclosure, materials; colour, lighting, service routes, signage, fixings, attachments. Cabling and servicing must be hidden.

### DESIGN

Scale, materials and palette should be appropriate to the historic and modern characters of the station. Installations must have high quality finishes which sit comfortably within the historic and contemporary palette of brick, stone, wood, glass and metal. Installation must have clear boundaries expressed by using a floor to delineate the footprint.

### PHYSICAL IMPACT

No physical fixing into building fabric is permitted in any circumstance. In certain exceptional situations the use of the modern interventions to provide temporary structural support may be permitted, however these are to be agreed with London St. Pancras Highspeed Heritage & Design Advisor and NR(HS) as part of the design process.

### SEASON

How the installation will affect and respond to the station's changing activities and visual characteristics during the year must be carefully considered. For example, by limiting the impact on the ambient lighting level and by responding to the environmental conditions appropriately.

### LIGHTING

Lighting of installations should match the ambience of the station as a whole and avoid visual glare. They should be integrated within the installation display fixtures.

Back-lit or internally illuminated graphics and digital screens are not permitted. Lighting cannot interfere with station wayfinding signage.

### AUDIO

To ensure that travel announcements can be heard clearly and to maintain the ambience of the station audio installations are strictly controlled. If audio is permitted, an upper limit of 60 dB (max) is in place but this might be reviewed and adapted for specific activations.

Audio events, for example musical sessions, are treated separately under section 2.7.

### POWER & OTHER SERVICES

Installations should be designed to operate off the station's existing power and servicing. If connection is required to the temporary installation site service box, a raised floor is likely to be required. Station Wi-Fi must be used. For any Wi-Fi connection, please liaise with London St. Pancras Highspeed for relevant supplier contact details.

### OPERATIONAL IMPACT

Pedestrian flow must be considered as part of the layout design. Key views towards station wayfinding must remain unaffected.

## 2.0 TEMPORARY EVENTS & INSTALLATIONS



# 2.0 TEMPORARY EVENTS & INSTALLATIONS

## 2.4 GENERIC DESIGN PARAMETERS – TEMPORARY PROMOTIONAL & RETAIL ACTIVITIES

### DESIGN

**When developing a scheme for St. Pancras International, please refer to the ‘Station wide design principles’ (section 2.3) as well as the ‘Generic Design Parameters’ in this section and the ‘Site Specific Parameters’ found further into this document.**

- The whole installation and related activity must fit within the agreed site dimensions.
- Maximum height is 2200mm. Solid furniture height set at 1300mm to allow view through. No roof structure and no solid walls impacting on the long views are permitted. Some wall element might be permitted, aligned north/south on some sites.
- Design to be open and not inward looking. No ‘box’ effect.
- The installation must preserve the visibility of the station way-finding and take into account visitor pedestrian flow.
- Designer to consider the station environmental conditions (light and temperature) and suggest mitigation measures at the outset.
- Design and materials to be appropriate to the location’s character and quality of the station’s fabric. High quality finishes and materials required. Limit the use of upholstery/ soft furnishing and foam given the absence of sprinklers on most of the temporary sites and so as to reduce the risk of smoke.
- Plants are permitted where they relate to brand product. Use of plants must be proportionate to the area and must not dominate. Terrazzo must be protected at all times.
- Lightboxes and digital screens are permitted on a case by case basis. Parameters in regard to location, size, brightness and content can be found in Appendix 5.3 and must be adhered to.
- Digital screens are permitted on a case-by-case basis where they are part of an interactive experience and within a 1-2 week timeframe. Parameters in regard to location, size, brightness, content, static display etc and can be found in Appendix 5.3 and must be adhered to.
- Branding will be controlled, usually limited to one or two display of the brand name, subject to the design. Branding cannot dominate the space.
- Use of colour to be proportionate to the area and not dominate.
- Temporary flooring to be utilised to delineate the footprint and protect the terrazzo, unless otherwise agreed by London St. Pancras Highspeed.
- If a solid floor is installed, a protective layer (non-adhesive) must be used and care must be taken to ensure that no trip-hazards are created and level access is provided. This will generally be achieved by using a Gradus strip and rubber has proved to be the most appropriate.
- Electricity and data provision varies from site to site, this has been identified on each relevant site map and is made available through 2 x 13A switched socket sets rated at 230VAC set within the floor box. The designer must ensure that the installation does not exceed the power supply available.

## 2.0 TEMPORARY EVENTS & INSTALLATIONS



- Installation to be in accordance with the 18th edition of the IEE regulations and meet BS 7671. Low smoke and fume cables to be used. No halogen. No plastic trunking permitted. All cables must be hidden and contained.
- Lighting must be white warm (3000K maximum) and LED strips must have diffusers. Lighting must be integrated within the display fixtures and cannot interfere with station way-finding or create glare.
- Any gap of 5mm or over must be designed-out for security reasons.
- All cupboards and drawers must be lockable.
- All materials must be Euroclass B fire rated and Material Safety Data Sheets and certificates of conformity will need to be submitted. Fabrics, textiles, and soft furnishings must meet the requirements of BS-7177, including 'Crib 5' fire retardancy as a minimum.
- No bulky till.
- No trestle tables (even with cloth).
- Unless otherwise stated, only station WiFi permitted.
- Electrical and fan heaters are not permitted. An oil filled heater might be permitted if essential. This must be included in the submitted design and must be connected into the spur (not connected into the power socket via an electrical lead).
- Structural calculations must be submitted if applicable: allowing for crowd loading (1.5Kn) and floor load (5Kn/m<sup>2</sup>). 0.4Kn maximum point loading.
- Fire risk assessment must be submitted. Chrome fire extinguishers might be required.
- Vehicles may be permitted - a list of conditions will be supplied by NR(HS).
- Refer to London St. Pancras Highspeed Guide: NR(HS) Technical Standards for additional technical mandatory requirements and design principles.

# 2.0 TEMPORARY EVENTS & INSTALLATIONS

## CONSTRUCTION/INSTALLATION

- Minimise construction time and noise on-site as far as practical. Off-site pre-manufacture preferred. No noise permitted between 9.30pm and 7.30am given the proximity of hotel bedrooms.
- Engage early with NR(HS) to plan delivery and to agree hoarding footprint & type. Graphic design for hoarding must be agreed with London St. Pancras Highspeed.
- To deliver large items, a bollard lift might be required, at a cost and must be booked in advance through NR(HS).

## OPERATION

- Installation must include secure storage space and the design must consider out of hours need (station is open 24hrs a day).
- Audio if exceptionally permitted, is restricted within the footprint of the site and must be agreed at the onset. St. Pancras International is a 'Quiet Station'.
- No customer accessible bins permitted and space must be allowed to store stock and waste on-site.
- No leafleting.



# 2.0 TEMPORARY EVENTS & INSTALLATIONS

## 2.5 PRINCIPLES & PARAMETERS FOR EACH AREA

London St. Pancras Highspeed has authorisation for specific sizes of installation and types of activity at determined locations within the station.

These are in areas where the activities can be accommodated whilst minimising the visual impacts on the station's historic character.

### THE GRAND TERRACE

- Weddings
- The Terrace Wires installation
- Eurostar promotions (Site X)
- Events in the vicinity of the Sir John Betjeman and Paul Day statues (Sites Y and Z)
- Restricted zone glazing – exhibition display panels

### THE ARCADE

- Sites B, D and E for promotional and retail installations.
- Site C: for the use of seasonal marketing events and installations/ short term experiential and seasonal events/ station information/ art and charity events.
- Site A and F: for experiential activities and for retail activities by existing tenants respectively.
- Pianos & 1 Jukebox: provided for public engagement.

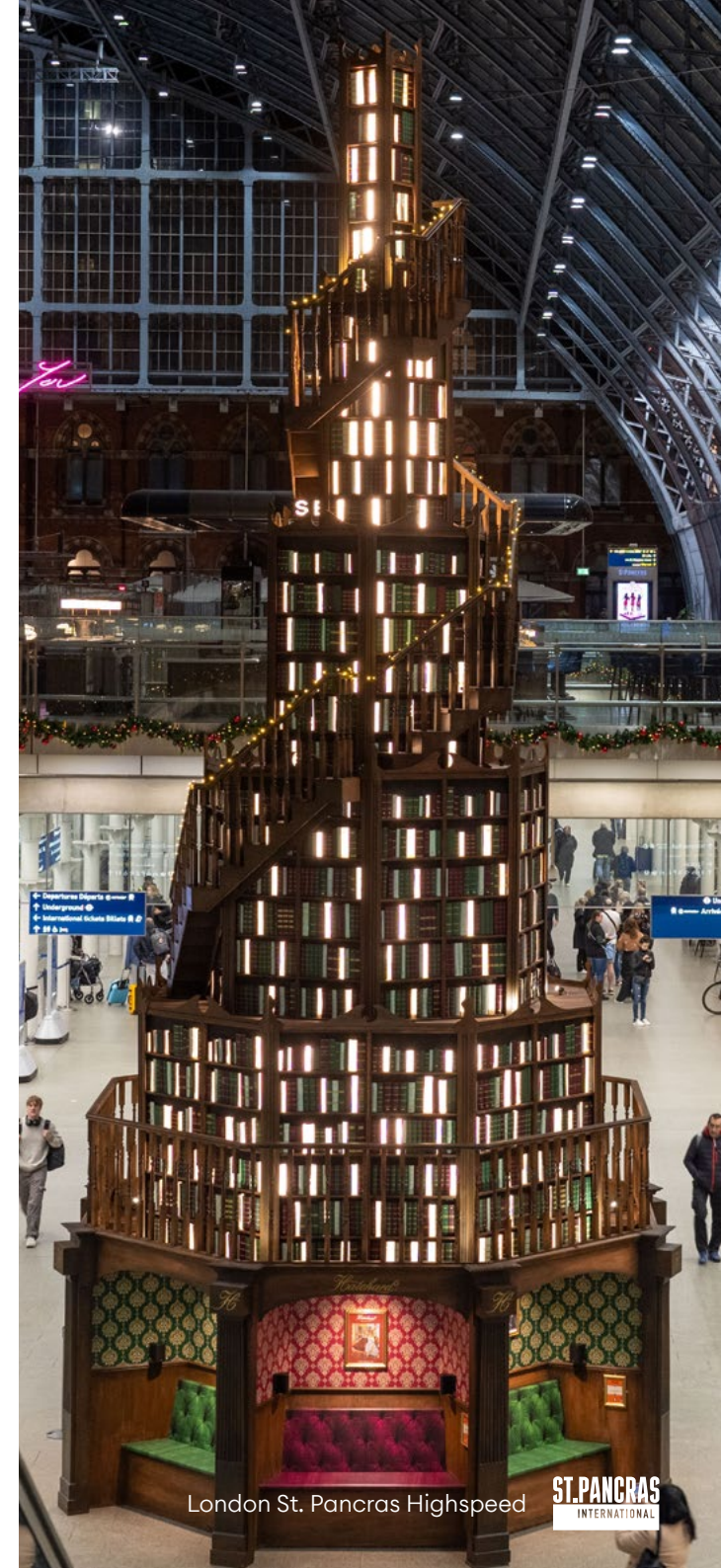
- Keyhole Wires art installation

In addition certain events such as arts performances may utilise other areas of the station which may require specific authorisation.

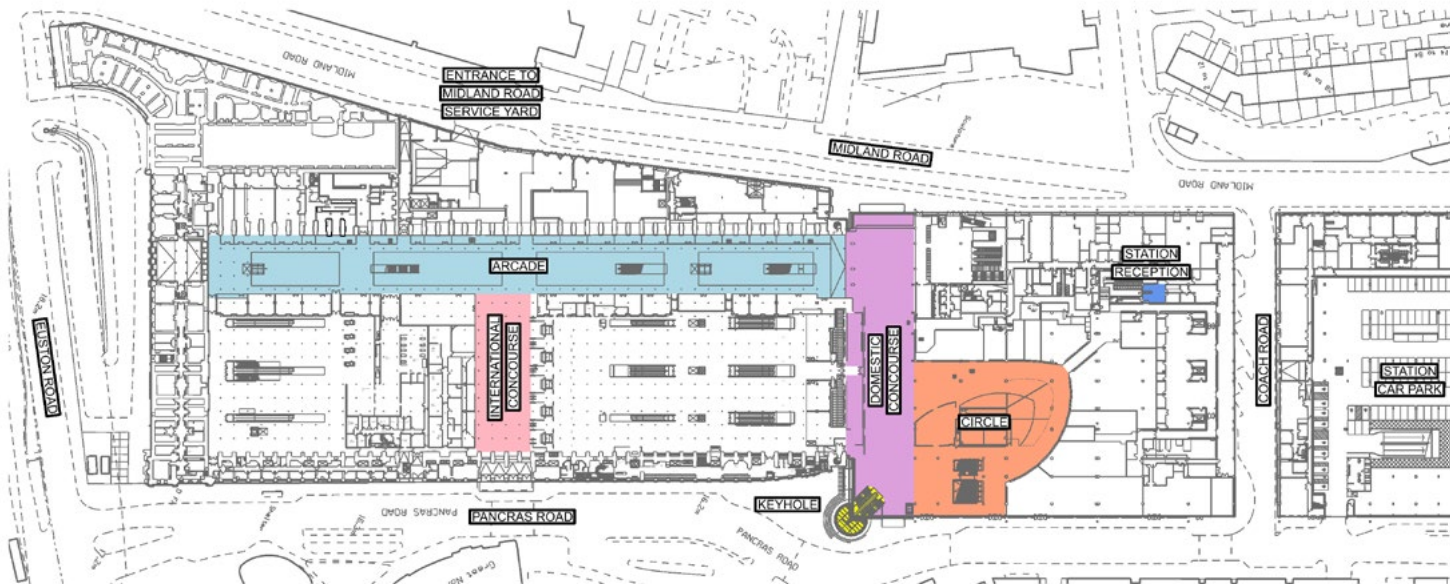
### STATION-WIDE

- Filming
- Charity events
- Seasonal themed events
- Music events
- London St. Pancras Highspeed Banners (at existing locations adjacent to the Arcade lifts and entrance to the Circle from the domestic concourse)

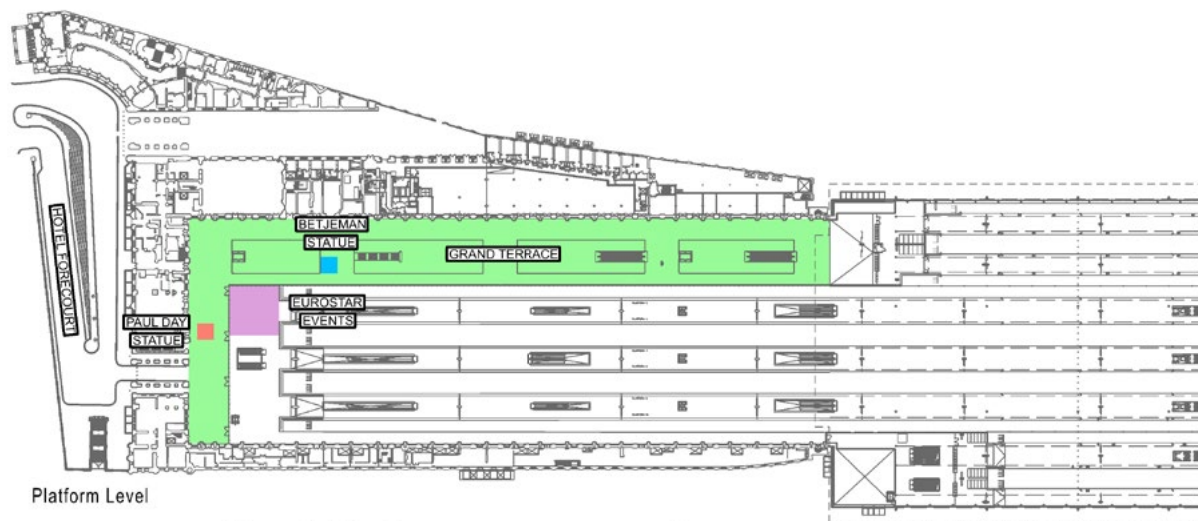
The locations for temporary sites and choir sites are shown in the plans provided within this document.



London St. Pancras Highspeed



Ground Floor Level



Platform Level

Notes

- The Arcade
- The Circle
- The Grand Terrace

|         |             |
|---------|-------------|
| Author  | HS1 Limited |
| Check   | HS1 Limited |
| Drawn   | HS1 Limited |
| Revised | HS1 Limited |
| Scale   | 1:1250      |
| Sheet   | 03          |

Organisation  
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Drawing Title  
**ST. PANCRAS STATION**  
**TEMPORARY INSTALLATIONS**  
**ZONAL PLAN**

|              |      |             |        |
|--------------|------|-------------|--------|
| Created by   | A.F. | Approved by | A.H.   |
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 03

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# 2.0 TEMPORARY EVENTS & INSTALLATIONS

## 2.6 FILMING & PHOTOGRAPHY

Boasting some of the most recognisable Victorian station architecture in the world, St. Pancras International is a popular site for filming and photography.

### PARAMETERS FOR FILMING & PHOTOGRAPHY AT ST. PANCRAS

The following page outlines certain parameters for filming and photography equipment, however, restrictions will be dependent on multiple factors and will be discussed in more detail upon application to Network Rail or London St. Pancras Highspeed.

### FILMING & PHOTOGRAPHY ON PLATFORMS

Except for Eurostar, all platforms in St. Pancras International are the jurisdiction of London St. Pancras Highspeed. Filming on platforms is managed on their behalf by Network Rail. If filming trains, permission must be sought from the train operating company, which must give no objection.

Separate fees may apply.

For Feature Films, TV Dramas, Commercials and Pop Promos, all applications must go directly to Network Rail.

Visit <https://filming.networkrail.co.uk/> to apply for these categories.

All other filming and photography requests, including still photography, must go through London St. Pancras Highspeed directly and can be applied for via the application form found in the Appendices.

Visit <https://stpancras-highspeed.com/our-company/commercial/filming-photography/>



# 2.0 TEMPORARY EVENTS & INSTALLATIONS

## GENERAL PERMITTED EQUIPMENT

- Handheld camera
- Camera slide (100mm max)
- Reflector (1200mm max, not silver/gold/green/red)
- Tripod (only on The Grand Terrace, not on the main concourse/The Arcade or the platforms)
- Hand-held microphone
- Steadicam
- Radio mic. (channel to be checked with Network Rail during RAMS)
- 'Filming in Progress' sign (not affixed to station fabric)
- As this is a Grade-I listed building, it is not be possible to attach anything to the fabric of the building. Additional restrictions might apply.
- Screens will be required when filming on The Grand Terrace to avoid reflection and light facing the trains/drivers.
- Film sets and props should be designed to reveal the architecture of the station.
- The use of stage lights and flash lights will be strictly controlled. On The Grand Terrace where train tracks are present their use might be refused on safety ground, subject to colour, the direction the light is facing and the exact location within the space in relation to the tracks. Network Rail will review the proposal and will decide if their use is acceptable.
- Cables cannot be trailing, potentially creating a trip hazard and floor boxes cannot be left opened and visible to visitors. The use of cable extension lead is not permitted.

## RESTRICTIONS INCLUDE:

- No ladders on The Grand Terrace
- No 'Boom microphones' on The Grand Terrace or on platforms.
- No generators can be used anywhere within St. Pancras International. Local power can be arranged with sufficient notice.



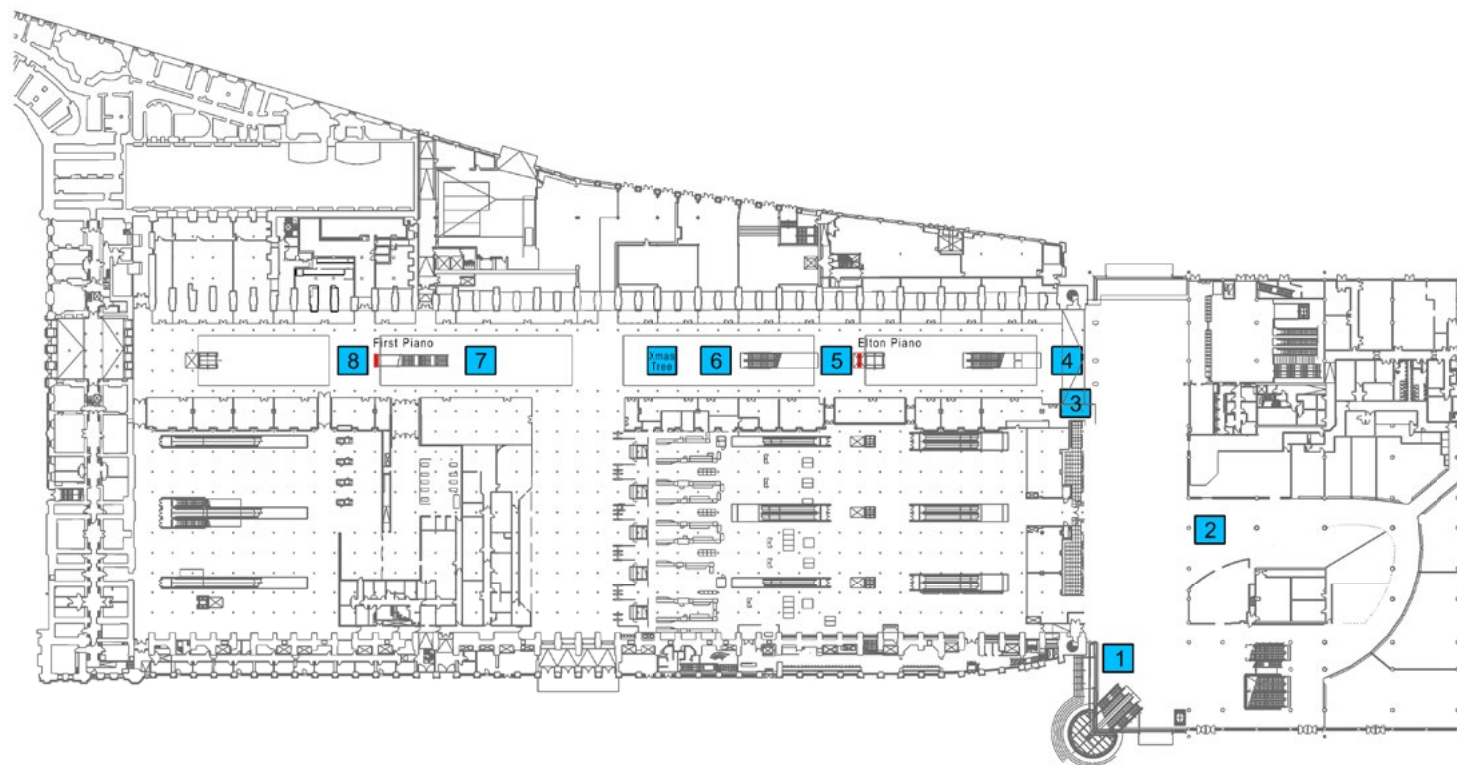
# 2.0 TEMPORARY EVENTS & INSTALLATIONS

## 2.7 MUSIC/SOUND & ARTS PERFORMANCES

St. Pancras International has a rich history of holding music events and arts performances. Since introducing pianos in 2012 these have been extremely popular with our visitors and in 2017 these were joined by a new jukebox.

### KEY RULES

- Sites for choirs and other events are defined and each site has been assessed to safely being able to hold a maximum number of people. This must strictly be adhered to.
- Performance will be allocated to a site subject to the nature of the performance, the duration and the availability.
- No swearing or expletives are allowed due to St. Pancras International being a public space.
- The event manager must ensure that the maximum sound level is 75db to ensure that station announcement are still audible. Any artists booked must be able to perform acoustic, stripped back sessions: no electric guitars, amps etc, and if they wish to use a drum kit, they must only play with brushes, no drum sticks or hot rods.
- Some sites do have power boxes that give access to electrical sockets. Information can be found on the plans in Section 3 or from NR(HS). The performer will need to familiarise themselves with the provision available and ensure this is adequate for their need. Cables must all be contained and hidden ensuring these do not create trip hazard.
- The permitted duration of the events will be subject to discussion and will be based on the nature of the event and the calendar of events.
- No music is permitted after 9.30pm in the station given the proximity of the hotel bedrooms. Any events that include sound are generally limited to four hours maximum in a day.
- An easel might be permitted to display any poster/ information related to the event, if it fits within the footprint of the site.
- 'Tensa' barriers of the type used by the station are only to be used in an emergency and the event manager must allow for quality rope barriers on chrome posts if the site must be contained.
- The event manager must consider and explain how potential crowds will be managed and it is their responsibility to manage the event.
- A detailed event plan and single point of contact will be required for the duration of the event including installation and dismantling.
- Information on access for deliveries etc. Can be obtained from NR(HS).



Notes

KEY

- 1 80 People max. (No Power)
- 2 20 People max. (Power Available)
- 3 15 People max. (No Power)
- 4 20 People max. (No Power)
- 5 20 People max. (No Power)
- 6 30 People max. (No Power)
- 7 20 People max. (No Power)
- 8 20 People max. (No Power)

|               |     |     |     |     |     |     |     |     |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|
| Approved Site | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   |
| Area          | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Power         | Yes | Yes | No  | No  | No  | No  | No  | No  |

|                   |                                                                                                          |
|-------------------|----------------------------------------------------------------------------------------------------------|
| Organisation      | HS1 Limited<br>5th Floor<br>90 York Way<br>London N1 6AG<br>Telephone 020 724 2750<br>www.hs1project.com |
| Project           | ST. PANCRAS STATION<br>GROUND FLOOR<br>APPROVED CHOIR SITES                                              |
| Client            | HS1 Limited                                                                                              |
| Contract No.      | A.F.                                                                                                     |
| Scale             | 1:1000                                                                                                   |
| Revision          | A2                                                                                                       |
| Project Reference | 100-DHA-HISP1-00342                                                                                      |
| Page              | 01                                                                                                       |

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# 3.0 SITE SPECIFIC PARAMETERS



# 3.0 SITE SPECIFIC PARAMETERS

## 3.1 INTRODUCTION

We work with a range of brands – both existing retailers within the station and new brands – to ensure a suitable fit with the station, and for bigger events we approach brands selectively.

We are happy to take additional time and care to ensure that events, installations, performances, filming and photography work successfully in the station.

As a responsible landlord of an international transport hub we have to meet a range of operational responsibilities. We need to make sure that installations and events are designed to allow free pedestrian flows through the station, passengers using the train services, customers using the shops and restaurants, visitors admiring the building and others who use its street level connectivity to move around and through the local area. This is being managed by NR(HS) on our behalf.

NR(HS) also needs to ensure that proposals do not compromise the Station's safety, security, and other operational standards as a domestic transport interchange and international border crossing. For example, there are very specific management requirements in relation to the Restricted Zone around the international platforms issued by the Department of Transport which must be adhered to.

London St. Pancras Highspeed has a legal duty to ensure that the highly significant historic and architectural character of this Grade I listed railway station is preserved and enhanced. This is being managed by London St. Pancras Highspeed in-house heritage team.



## 3.0 SITE SPECIFIC PARAMETERS

### 3.2 THE GRAND TERRACE

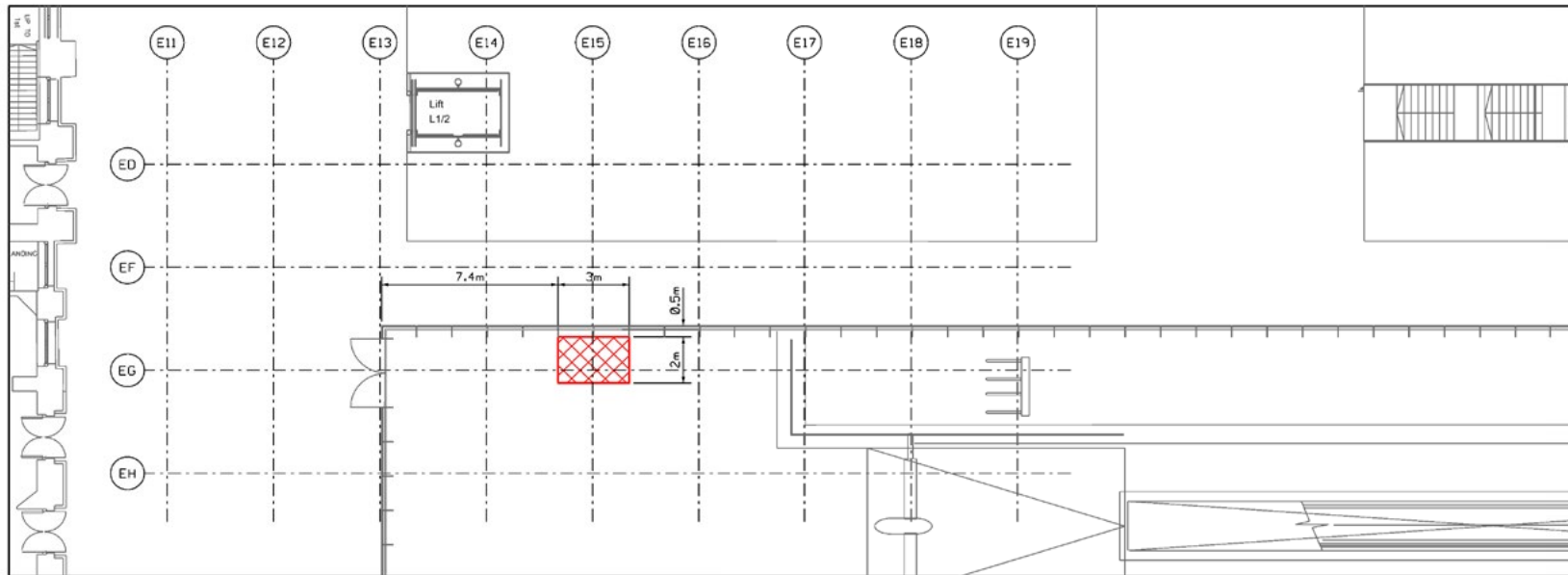
The Grand Terrace is the stations' stage and the place where the full span and construction of the roof can be fully appreciated. It is the original operational heart of the station and continues to experience large passenger flows, providing direct access to some of the stations most important spaces. However The Grand Terrace is a relatively quiet and popular space within the station for people to relax and enjoy the environment. It is a highly significant and sensitive part of the station and activities within it need to respect this special character. There are also a number of operational requirements which will need to be considered, including the function of the restricted zone around the international platforms.

Listed Building Consent has been granted for art installations to be suspended over the concourse at the southern end of the station for specified periods per installation. The installation space is known as the 'Terrace Wires'. Approval has also been given for events such as musical performances and weddings.

#### KEY PRINCIPLES

- Proposals which obstruct views of the station, which dominate the space or distract from or obscure the station's architectural grandeur will not be permitted.
- Proposed installations will need to be considered in relation to existing installations within the station, such as the terrace wires. Duration is generally limited to one day per event maximum unless it is a small art installation.





Notes

LEGEND

 Temporary Site X

|     |                                        |      |       |      |      |
|-----|----------------------------------------|------|-------|------|------|
| Rev | Fourth Issue                           | 1.00 | 1.0.0 | 1.00 | 1.00 |
| Rev | Preparation added                      | 1.00 | 1.0.0 | 1.00 | 1.00 |
| Rev | Revised alignment, amended to the hour | 1.00 | 1.0.0 | 1.00 | 1.00 |
| Rev | Comment                                | 1.00 | 1.0.0 | 1.00 | 1.00 |

Organisation

**LONDON ST PANCRAS  
HIGH SPEED**

HS1 Limited  
5th Floor  
80 York Way  
London N1 5AG  
Telephone 020 7154 2700  
www.highspeed1.com

Drawn By:  HS1 Limited

Drawing Title: **ST PANCRAS STATION  
PLATFORM LEVEL  
TEMPORARY  
INSTALLATION SITE X  
LOCATION PLAN**

Created By:  HS1 Limited  
Issued By:  HS1 Limited  
Scale: 1:200  
Size: A3

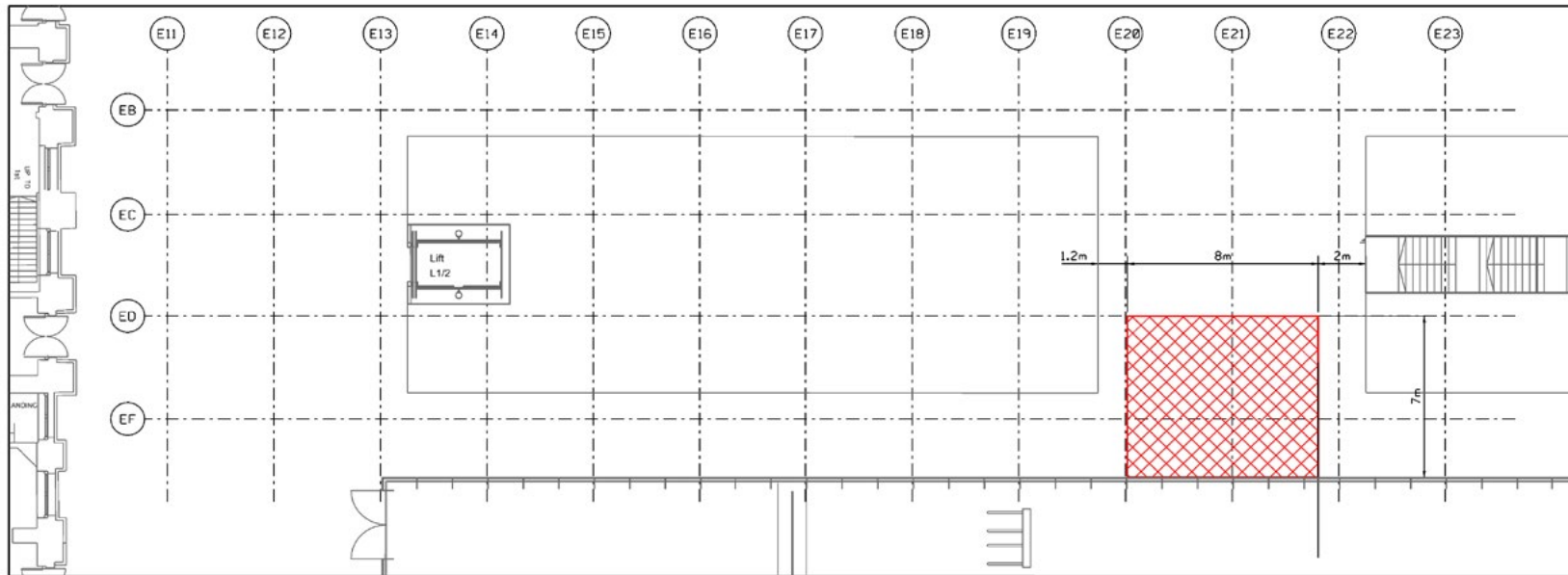
External Document Reference

Drawing No: **100-DHA-HISP1-00153**

SITE X: Temporary installations.

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Notes

LEGEND

Temporary Site Y  
7m x 8m for Events

| Rev | Description                  | Date       | By  | Check |
|-----|------------------------------|------------|-----|-------|
| 1   | Issued for construction      | 10/10/2011 | HS1 | HS1   |
| 2   | Revised to include site plan | 14/10/2011 | HS1 | HS1   |
| 3   | Comment                      | 14/10/2011 | HS1 | HS1   |

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www.hs1rail.com

Drawn by: HS1  
Checked by: HS1  
Reviewed by: HS1

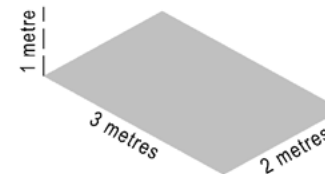
Drawing Title: **ST. PANCRAS STATION PLATFORM LEVEL TEMPORARY INSTALLATION SITE Y LOCATION PLAN**

Drawing Code: S4  
Scale: 1:200  
Size: A3

Document Reference: 100-DHA-HISP1-0015104



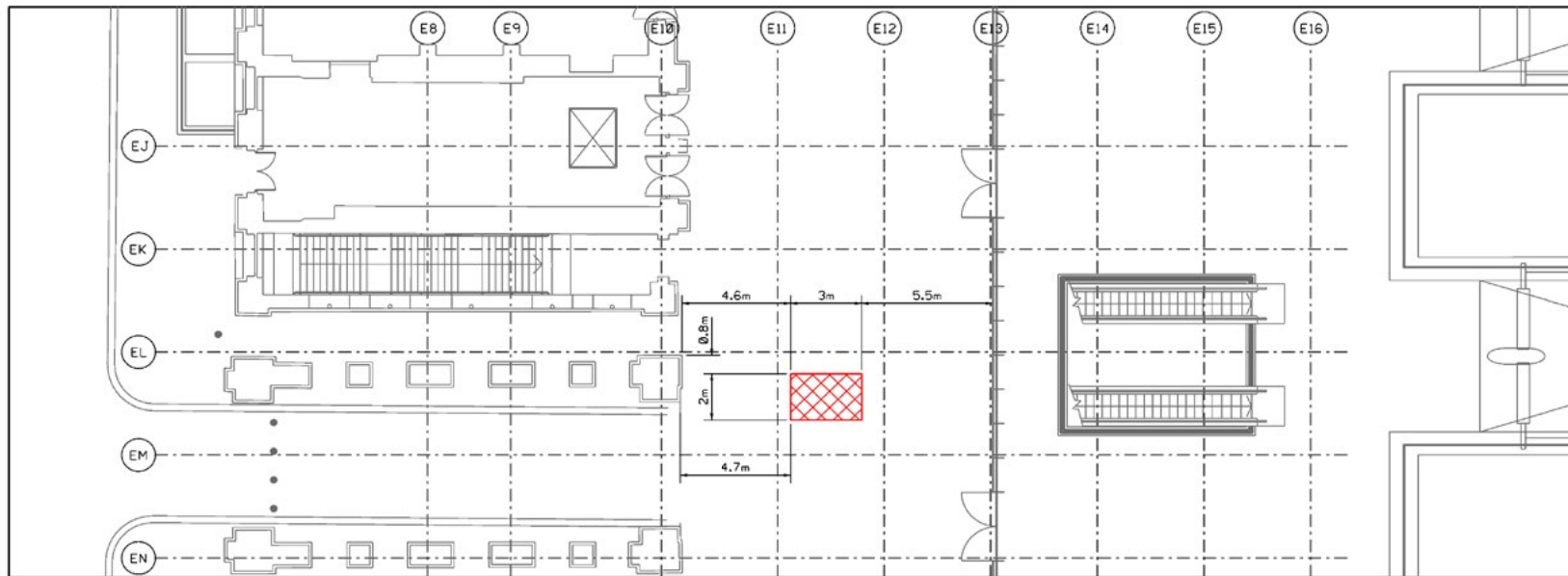
SITE Y : Events in the vicinity of the Betjemen Statue



Maximum Stage Dimensions

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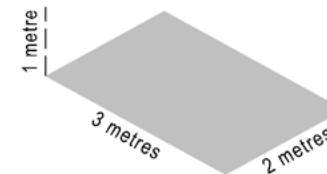
Notes

LEGEND

 Temporary Site Z



SITE Z : Events in the vicinity of the Paul Day Statue



Maximum Stage Dimensions

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| Rev | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
|-----|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| Rev | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |

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www.hsp1.com

Drawn By: [Name] Checked By: [Name]

Drawing Title: **ST PANCRAS STATION  
PLATFORM LEVEL  
TEMPORARY  
INSTALLATION SITE Z  
LOCATION PLAN**

Created By: [Name] Drawn By: [Name]  
Checked By: [Name] Scale: 1:200 Size: A3

Revised By: [Name] Date: [Date]

Revised By: [Name] Date: [Date]

Revised By: [Name] Date: [Date]

Revised By: [Name] Date: [Date]

Revised By: [Name] Date: [Date]

Revised By: [Name] Date: [Date]

Revised By: [Name] Date: [Date]

Revised By: [Name] Date: [Date]

Revised By: [Name] Date: [Date]

Revised By: [Name] Date: [Date]

Revised By: [Name] Date: [Date]

Revised By: [Name] Date: [Date]

Revised By: [Name] Date: [Date]

# 3.0 SITE SPECIFIC PARAMETERS

## PERMITTED USES & PARAMETERS

| WEDDINGS: THE BETJEMAN STATUE AREA                                                                                                                                                                                                                                                                               | EVENTS: IN THE VICINITY OF THE BETJEMAN STATUE (SITE Y) OR THE PAUL DAY STATUE (SITE Z)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Capacity of 50 people for weddings by the Betjeman statue area.</li> <li>Timing to be considered to avoid impact on peak flows.</li> <li>For wedding enquiries please contact <a href="mailto:StPancrasEvents@searcys.co.uk">StPancrasEvents@searcys.co.uk</a></li> </ul> | <ul style="list-style-type: none"> <li>Site Y dimensions: 7000mm x 8000mm x 2200mm. (max)</li> <li>Site Z: variable.</li> <li>Max. staging dimensions: 3000mm long x 2200mm wide x 1000mm high.</li> <li>Type of activity: Debate/talks, experiential and non commercial events, music, performance, charity related events.</li> <li>Duration: up to four hours (excluding installation time).</li> <li>No walls, roof or enclosure – to preserve views of the station roof.</li> <li>Audio restricted to 60db and within the immediate vicinity of the stage to remove risk of noise pollution or conflict with station announcements.</li> </ul> | <ul style="list-style-type: none"> <li>Lighting to be restricted to localised lighting towards a product, installation or person. No internally illuminated or back lit graphic, no digital screen permitted.</li> <li>Lighting to be directed away from the Restricted Zone (RZ) screens and tracks to avoid interference with train operations.</li> <li>Time of day and week to be considered for impacts on peak flows.</li> <li>Pedestrian traffic and emergency exits to be preserved.</li> <li>Refer to drawings 100-DHA-HISP1-00151; 100-DHA-HISP1-00152.</li> <li>Refer to generic design parameters.</li> </ul> |

# 3.0 SITE SPECIFIC PARAMETERS

| EXHIBITION DISPLAY PANELS: RZ SCREEN BY PLATFORMS 1–4                                                                                                                                                                                                                                                                                                                                                 | EUROSTAR EVENTS (SITE X)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• 10 no. panels maximum displayed as 2 x 5 panel arrangement.</li><li>• Panels 2220mm high x 1220mm wide maximum.</li><li>• Powder coated front and rear.</li><li>• Clamped to bump rail to station design</li><li>• Duration – 3 months at any one time with 6 month gap between uses.</li><li>• Drawing 100-DHA-HISPI-00137.</li></ul>                        | <ul style="list-style-type: none"><li>• The area between the RZ screen and the buffer stops to platforms 5/6.</li><li>• Use restricted to events by and to promote Eurostar services.</li><li>• Max. staging dimensions: 3000mm (L) x 2000mm (W) x 1000mm (H)</li><li>• Furniture not to exceed 1300mm in height.</li><li>• Duration: up to 4 hours (excluding installation time).</li><li>• No walls, roof or enclosure – to preserve views of the station roof.</li><li>• Limited illumination focused on the event and directed away from train paths.</li><li>• Signage restricted to Eurostar brand. No signage/ vinyl to be applied to the RZ screen.</li><li>• Restricted audio (max 60db) – to remove risk of noise pollution and conflict with station announcements.</li><li>• Services to be hidden from view.</li><li>• Time of day and week to be considered for impacts on peak flows.</li><li>• Drawing 100-DHA-HISPI-00153.</li></ul> |
| TERRACE WIRES                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"><li>• Artwork installation managed by London St. Pancras Highspeed, suspended from the train shed roof, either in the Victorian train shed or in the extension by the Keyhole entrance.</li><li>• Specific criteria are set out in the listed building consent documentation, including overall dimensions, lines of sight, support systems and duration.</li></ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |



# 3.0 SITE SPECIFIC PARAMETERS

## SITE USES, DIMENSIONS & DURATION

| SITE | USE             | SITE DIMENSIONS (LxWxH)*                                                              | MAXIMUM DURATION PER CALENDAR YEAR                                  |
|------|-----------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| Y/Z  | Events          | Site Y: 8000mm x 7000mm<br>Stage: 3000mm x 2000mm x 1000mm<br>Site Z: 3000mm x 2000mm | One day event. Up to 24 days a year<br>Not concurrent between sites |
|      | Weddings        | N/A                                                                                   | Managed by Searcys                                                  |
| X    | Eurostar events | 3000mm x 2000mm x 1000mm                                                              | Up to 4 hours (excl. installation time) - 5 times/year              |
|      | Terrace wires   | Set out in listed building consent                                                    | 6 months in any 12 months period                                    |

## 3.0 SITE SPECIFIC PARAMETERS

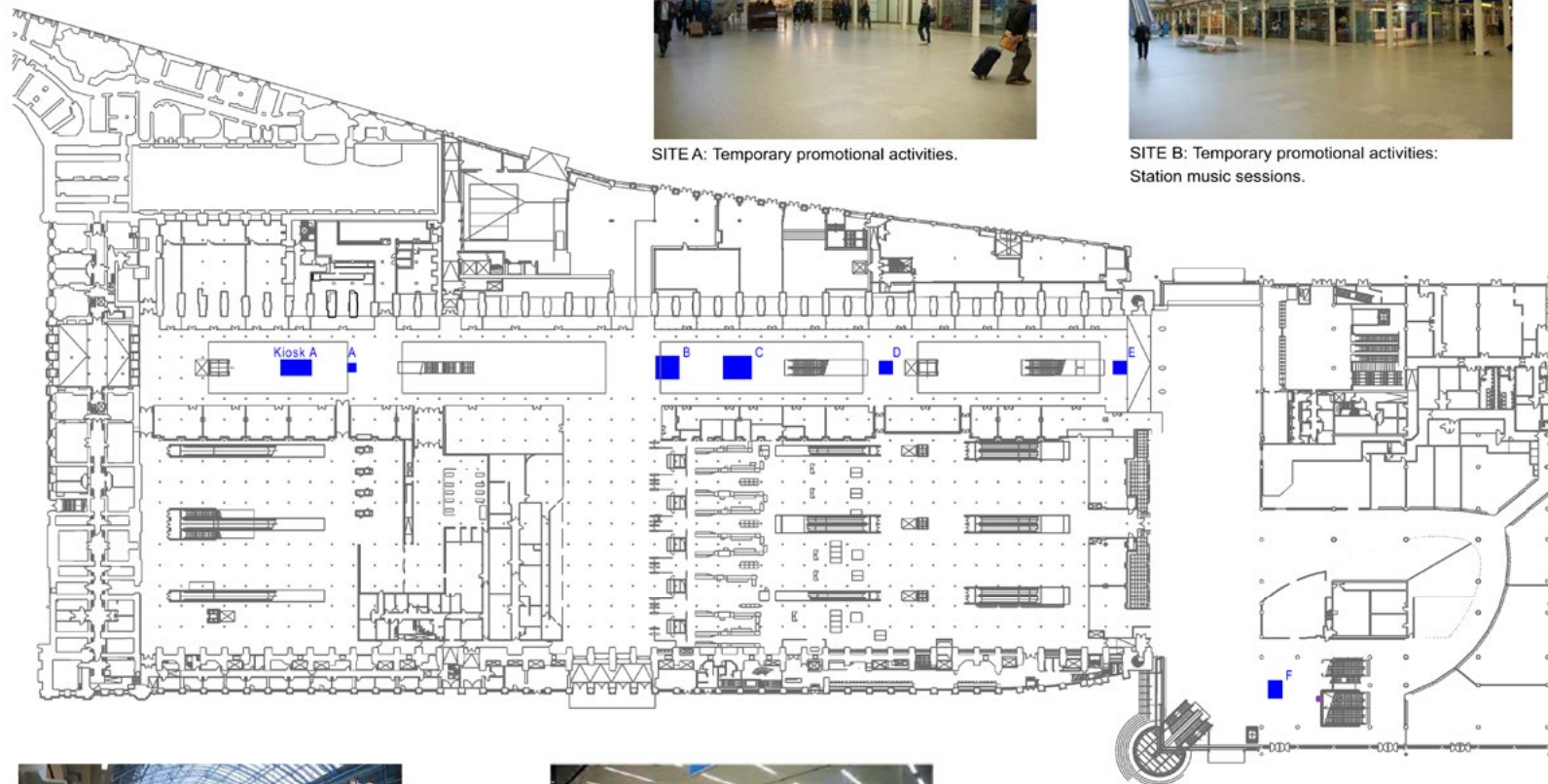
### 3.3 THE ARCADE

The ground level area with direct access from the street was originally used for the storage of beer, however as part of the 21st century restoration light wells have been inserted to create a new international zone, circulation space, visitor facilities and a retail area, directly connected to 'The Grand Terrace'.

The Arcade is now one of the busiest parts of the station.

The light wells bring natural light into The Arcade leaving the station roof fully open to view and revealing the muscular brick arches that provide support for the roof structure. The cast iron columns which form a dominant visual element of the Arcade still play a structural function in supporting the train deck, and articulate The Arcade through their rhythm and industrial aesthetic. Key attributes are views along the length of The Arcade which allow its scale to be perceived.





SITE A: Temporary promotional activities.



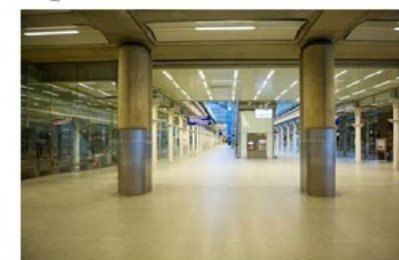
SITE B: Temporary promotional activities:  
Station music sessions.



SITE C: Mobile trading: Summer use:  
Christmas tree.



SITE D: Pop-up retail.



SITE E: Station wide events.  
Display boxes.

| Notes  |                     |  |  |  |
|--------|---------------------|--|--|--|
| LEGEND |                     |  |  |  |
| SITE A | 2m x 2m             |  |  |  |
| SITE B | 5m x 5m             |  |  |  |
| SITE C | 6m x 5m             |  |  |  |
| SITE D | 3m x 3m             |  |  |  |
| SITE E | 3m x 3m & 3m x 4.5m |  |  |  |

| Rev | Rev | Rev | Rev | Rev |
|-----|-----|-----|-----|-----|
| 1   | 2   | 3   | 4   | 5   |
| Rev | Rev | Rev | Rev | Rev |
| 1   | 2   | 3   | 4   | 5   |
| Rev | Rev | Rev | Rev | Rev |
| 1   | 2   | 3   | 4   | 5   |
| Rev | Rev | Rev | Rev | Rev |
| 1   | 2   | 3   | 4   | 5   |
| Rev | Rev | Rev | Rev | Rev |
| 1   | 2   | 3   | 4   | 5   |

|                                                |  |                                                                                                        |
|------------------------------------------------|--|--------------------------------------------------------------------------------------------------------|
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|------------------------------------------------|--|--------------------------------------------------------------------------------------------------------|

|                                                                                                                                                           |                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| Drawing Title<br><b>ST. PANCRAS INTERNATIONAL STATION</b><br><b>HERITAGE DEED APPLICATION</b><br><b>HS1-CAM-H106 GROUND FLOOR</b><br><b>LOCATION PLAN</b> | Drawing No.<br><b>100-DHA-HISP1-00136</b> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|

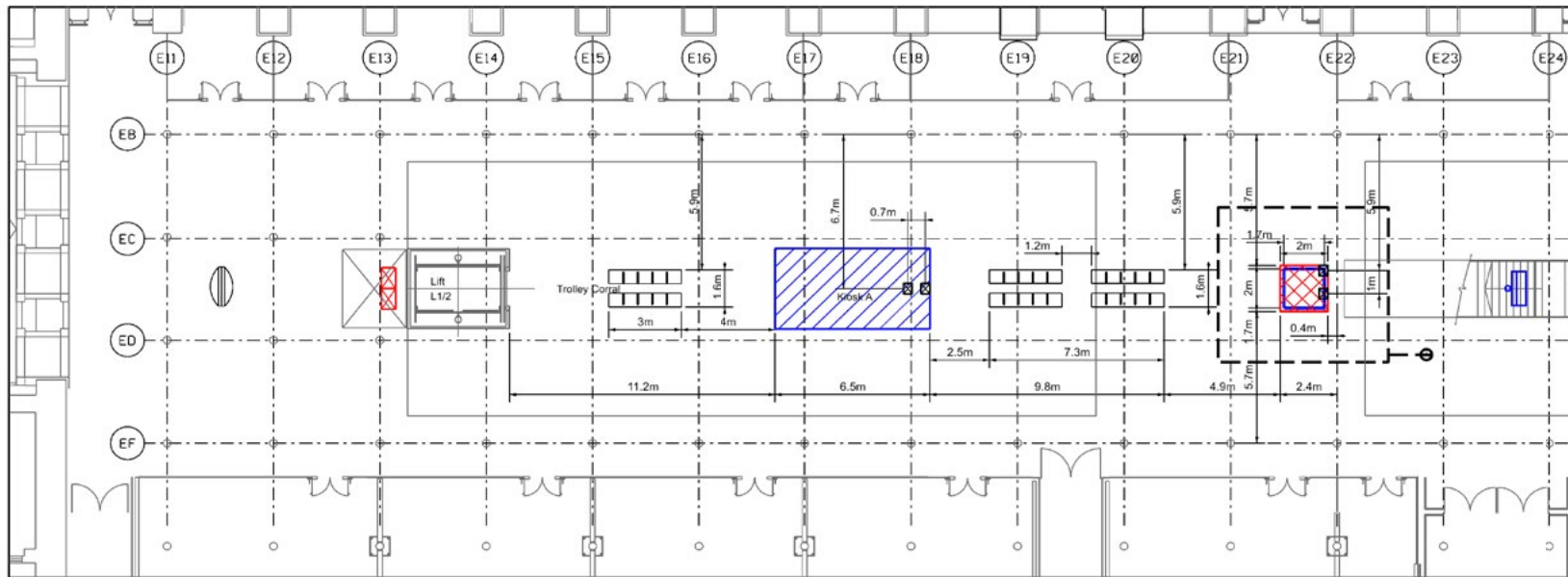
|                               |                               |                                  |
|-------------------------------|-------------------------------|----------------------------------|
| Prepared by<br><b>J. Neal</b> | Checked by<br><b>T. Speck</b> | Approved by<br><b>M. Chapman</b> |
| Scale<br><b>1:1000</b>        | Date<br><b>A3</b>             |                                  |

|                                           |                  |
|-------------------------------------------|------------------|
| Drawing No.<br><b>100-DHA-HISP1-00136</b> | Rev<br><b>08</b> |
|-------------------------------------------|------------------|

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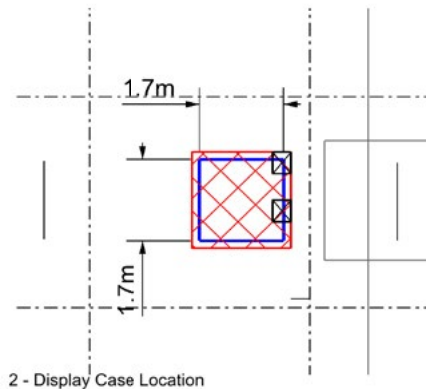
#### Notes

#### LEGEND

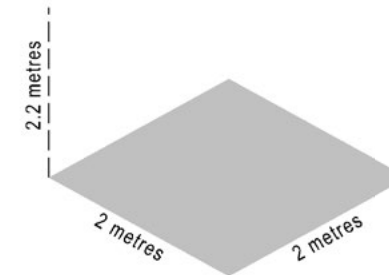
- Temporary Site A 2m x 2m
- Bench
- Floor Boxes
  - Top Box
  - 4 x 13 amp sockets
  - Bottom Box
  - 2 x 13 amp sockets
- Ticket Machines
- Street Piano
- PIP



SITE A: Promotional activities.



2 - Display Case Location



Site Dimensions

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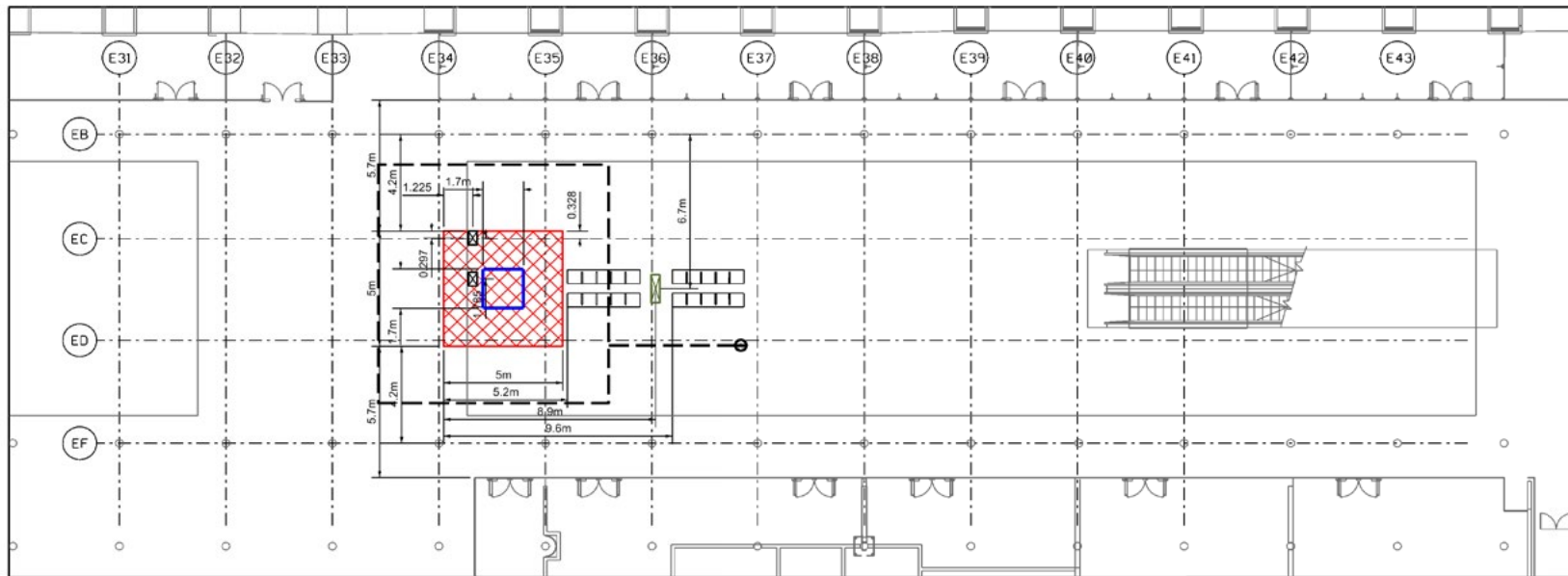
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| REV | Description   | DATE    | BY  | CHKD | APPD |
|-----|---------------|---------|-----|------|------|
| 1   | Issue         | 1.10.22 | J.N | M.C  | M.C  |
| 2   | Revised issue | 1.10.22 | J.N | M.C  | M.C  |
| 3   | Revised issue | 1.10.22 | J.N | M.C  | M.C  |
| 4   | Revised issue | 1.10.22 | J.N | M.C  | M.C  |
| 5   | Revised issue | 1.10.22 | J.N | M.C  | M.C  |

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www.hs1rail.com

|                                                                                                                         |                               |                                  |
|-------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------------|
| Drawn by<br><b>J. Neal</b>                                                                                              | Checked by<br><b>T. Speck</b> | Approved by<br><b>M. Chapman</b> |
| Category Code<br><b>S4</b>                                                                                              | Scale<br><b>1:200</b>         | Size<br><b>A3</b>                |
| Drawing Title<br><b>ST. PANCRAS INTERNATIONAL STATION HERITAGE DEED APPLICATION HS1-CAM-H106 LOCATION PLAN (SITE A)</b> |                               |                                  |
| Drawing No.<br><b>100-DHA-HISP1-00145</b>                                                                               |                               |                                  |

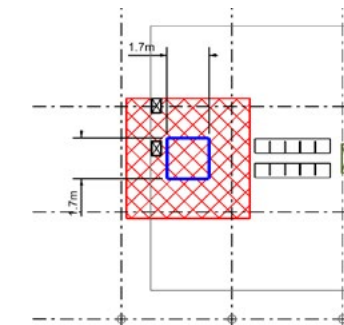
12



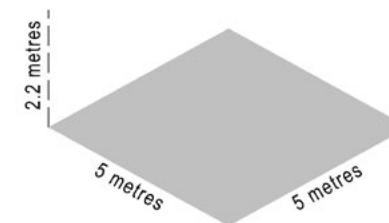
| Notes  |                             |  |  |
|--------|-----------------------------|--|--|
| LEGEND |                             |  |  |
|        | Temporary Site B 5m x 5m    |  |  |
|        | Bench                       |  |  |
|        | Floor Boxes (0.370mx0.595m) |  |  |
|        | Top Box                     |  |  |
|        | 4 x 13 amp                  |  |  |
|        | Sockets 1 x Cat 5           |  |  |
|        | Bottom Box                  |  |  |
|        | 2 x 13 amp                  |  |  |
|        | Sockets 1 x Cat 5           |  |  |
|        | BSO                         |  |  |



SITE B: Promotional activities and music sessions



2 - Display Case Location

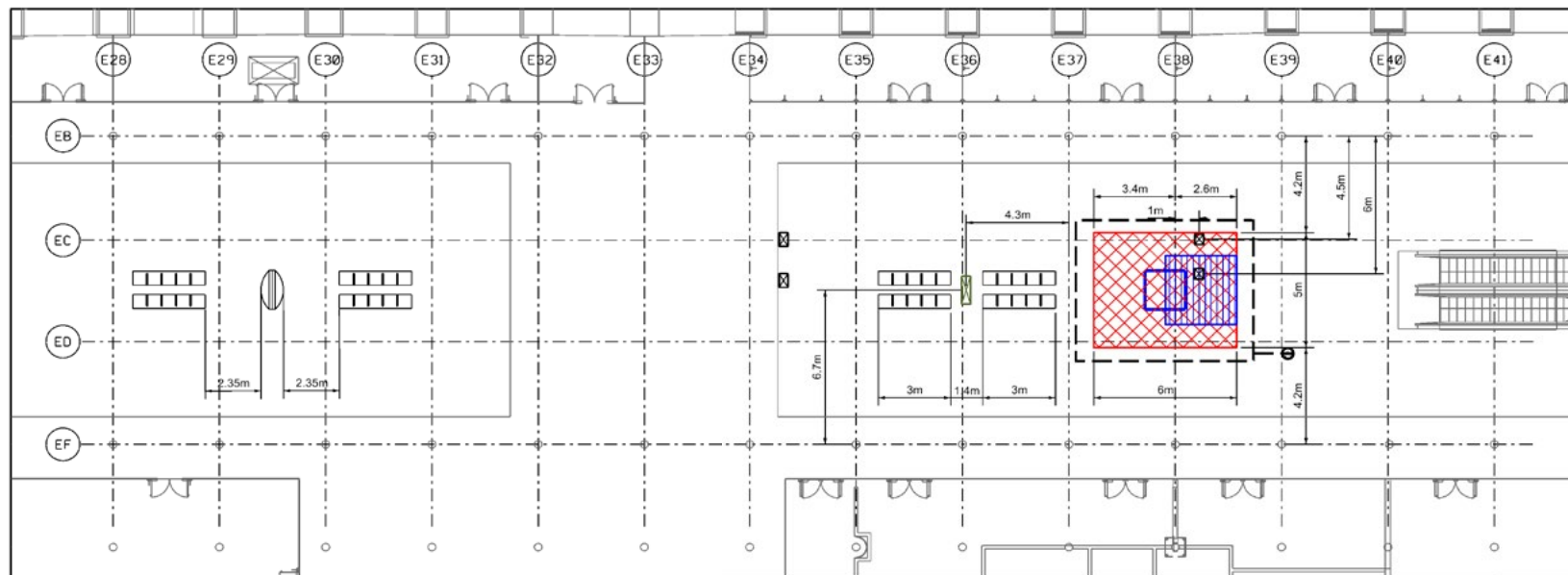


Site Dimensions

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|                                                                                                                                             |                              |                                 |  |
|---------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|---------------------------------|--|
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| HS1 Limited<br>5th Floor<br>80 York Way<br>London N1 5AG<br>Telephone 020 7514 2700<br>www.hspower.com                                      |                              |                                 |  |
| Drawing Title<br><b>ST. PANCRAS INTERNATIONAL STATION</b><br><b>HERITAGE DEED APPLICATION</b><br><b>HS1-CAM-H106 LOCATION PLAN (SITE B)</b> |                              |                                 |  |
| Created By<br><b>J.Neal</b>                                                                                                                 | Checked By<br><b>T.Speck</b> | Approved By<br><b>M.Chapman</b> |  |
| Drawing Code<br><b>S4</b>                                                                                                                   | Scale<br><b>1:200</b>        | Size<br><b>A3</b>               |  |
| Drawing Number<br><b>100-DHA-HISP1-00147</b>                                                                                                |                              |                                 |  |
| Drawing Date<br><b>12</b>                                                                                                                   |                              |                                 |  |



Notes

LEGEND

Temporary Site C 6m x 5m

Temporary Site X 3m x 3m

Bench

Floor Boxes

Top Box

2 x 13 amp sockets

Bottom Box

2 x 13 amp sockets

BSO

PIP

Rev

Rev

Rev

Rev

Rev

Rev

1

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4

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6

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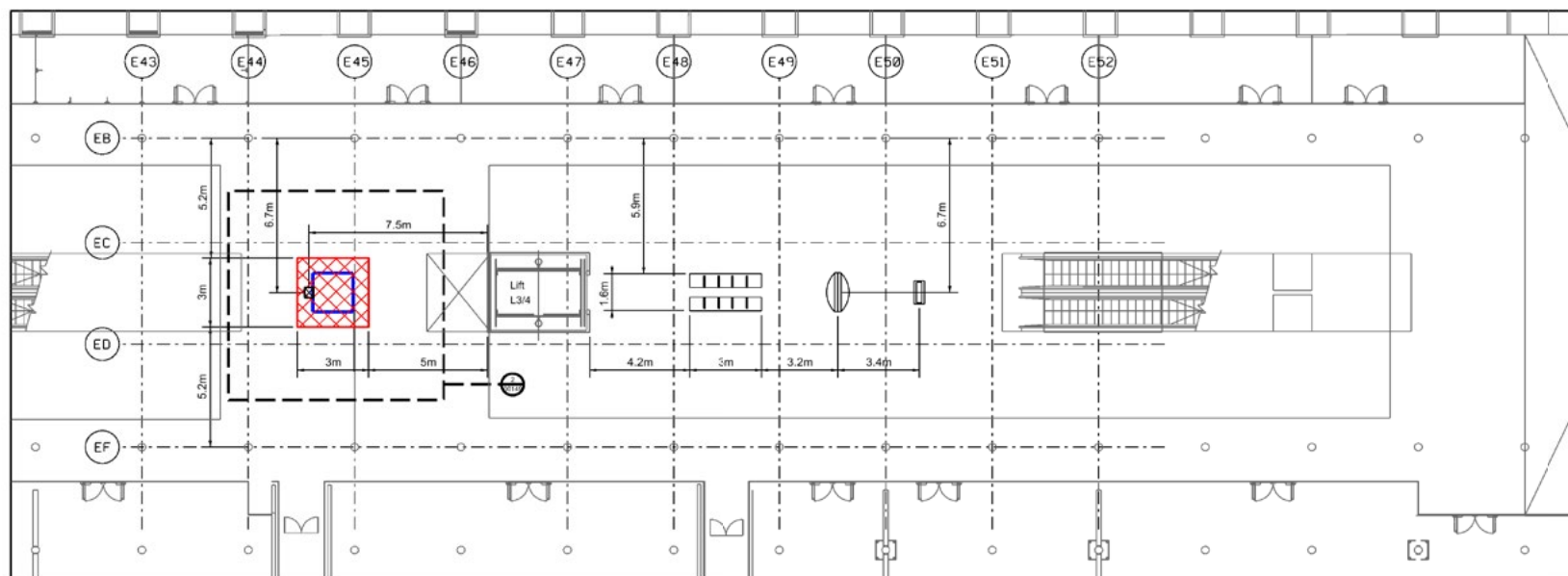
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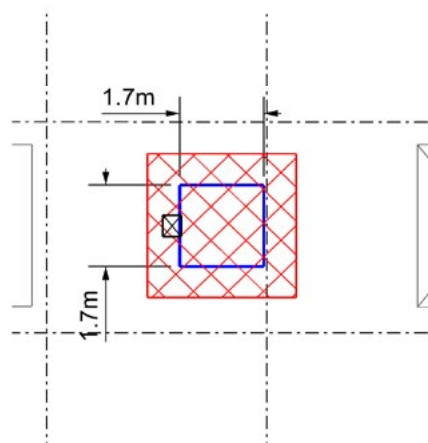
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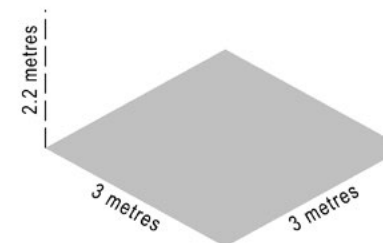
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**SITE D: Pop-up retail solutions.**



## 2 - Display Case Location



### Minimum Site Dimensions

Notes

LEGEND

 Temporary Site D 3m x 3m

 Floor Boxes

 Bench

 pip

 Totem

| Ref | Revised Issue                        | Rev  | Rev  | Rev  |
|-----|--------------------------------------|------|------|------|
| 101 | Initial Issue                        | 1.0  | 2.0  | 3.0  |
| 102 | Revised Issue                        | 4.0  | 5.0  | 7.0  |
| 103 | Revised Issue - Revised to "N1 Road" | 8.0  | 10.0 | 11.0 |
| 104 | Revised Issue - Revised to "N1 Road" | 12.0 | 13.0 | 14.0 |
| 105 | Revised Issue                        | 15.0 | 16.0 | 17.0 |

Organization



HST Limited  
8th Floor  
90 York Way  
London N1 5AN  
Telephone 020 7514 2  
www.hstplc.co.uk

|                                                                                                                                          |                          |
|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| (S4)<br>Drawing Title<br><b>ST. PANCRAS INTERNATIONAL STATION<br/>HERITAGE DEED APPLICATION<br/>HST1-CAM-H106 LOCATION PLAN (SITE D)</b> | Asset Classification<br> |
|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|

|                             |                               |                                  |
|-----------------------------|-------------------------------|----------------------------------|
| Drawn by<br><b>J. Neal</b>  | Checked by<br><b>T. Speck</b> | Approved by<br><b>M. Chapman</b> |
| Submitter Code<br><b>S4</b> | Scale<br><b>1:200</b>         | Size<br><b>A3</b>                |

Alternative Document Reference

Drawing No.

**100-DHA-HISP1-00149**



## 3.0 SITE SPECIFIC PARAMETERS



### KEY PRINCIPLES

- Proposals should avoid obstructing the important views, impacting on the ambient light and on pedestrian flow.
- Consideration is to be given to views of the installation, not only along the length and width of the Arcade but also from The Grand Terrace above.
- All installations are centred on the central core axis.
- No installations are permitted within The International Departures concourse as this is a key circulation space associated with the movement of International passengers.
- The maximum durations have been calculated based on existing arrangements and a review of the marketing calendar for the forthcoming year. The maximum durations will be reviewed and refined every year if required.
- The purpose of the limited duration is to add diversity and theatre to the station by regularly changing the offers on the temporary sites.
- Periods are limited to ensure breathing space between installations and limit the visual impact.
- There must be one week gap minimum between installations.
- For design, see generic requirements (2.4) in addition to the requirements specific to each site.

# 3.0 SITE SPECIFIC PARAMETERS

## PERMITTED USES & PARAMETERS

| SITE A – TEMPORARY PROMOTIONAL ACTIVITIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SITE B – TEMPORARY PROMOTIONAL ACTIVITIES/POP-UP RETAIL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SITE B – STATION MUSIC SESSIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Site dimensions: 2000mm x 2000mm x 2200mm.</li> <li>Generic design parameters apply (see 2.4).</li> <li>Very busy area near the Eurostar arrival: ensure this site is clearly delineated either using a floor or using chrome post and ropes.</li> <li>Site dimensions: 2000mm x 2000mm including any easel if used.</li> <li>Fixtures/displays up to 2200mm high aligned north to south to limit obstruction of lines of sight through The Arcade.</li> <li>Construction: bespoke single piece structures due to the location adjacent to the arrivals area/toilet and the high numbers of passenger movements.</li> <li>No audio permitted to remove the risk of noise pollution or conflict with station announcements.</li> <li>No sales permitted.</li> </ul> | <ul style="list-style-type: none"> <li>Site dimensions: 5000mm x 5000mm x 2200mm.</li> <li>Generic design parameters apply (see 2.4).</li> <li>Installation to be facing South with clear visibility from the South-West (i.e. from the International Concourse). Design must be very opened. No 'Box' effect.</li> <li>Very heavy pedestrian traffic, in particular on the West side going alongside the Arcade as well as to the South of the site.</li> <li>Note that visitors have a view of the site from The Grand Terrace. No roof structure permitted.</li> <li>Fixtures/displays of a certain width and up to 2200mm high to be aligned North-South to limit potential obstruction of lines of sight through The Arcade. No solid 'wall' permitted on the North elevation.</li> <li>Adjacent seating to be considered when designing the layout. These seats cannot be removed.</li> <li>No large cash tills permitted.</li> </ul> | <ul style="list-style-type: none"> <li>Site dimensions 5000mm x 5000mm. (max.)</li> <li>Generic design parameters apply (see 2.4).</li> <li>Set must have a clearly defined floor area. Station terrazzo to be protected.</li> <li>All cables to be contained in safe trunking away from pedestrian traffic. Open floor box not permitted unless hidden below a raised stage.</li> <li>Backdrop – 4000mm wide x 2200m high permitted for performance of a few hours only.</li> <li>Signage permitted to display information on the music session and not for advertising.</li> <li>Brand sponsorship to take up no more than 10% of surface area of backdrop. Easel within the site footprint permitted.</li> <li>No floor media/busy graphic/branding/promotional message.</li> <li>No staging with the exception of a raised plinth no greater than 500mm high.</li> <li>Barriers, if required to be clear Perspex screens up to 900mm high aligned north south on each side of set, or ropes on chrome posts, but not 'tensa' barriers.</li> <li>No overhead lighting rigs or task lighting.</li> <li>Audio/speakers to be sited within the site. Sound is 75db max.</li> </ul> |

# 3.0 SITE SPECIFIC PARAMETERS

## SITE C – EXPERIENTIAL & MARKETING ACTIVITY, INFORMATION IN RELATION TO SEASONAL PRODUCTS, STATION, ART CHARITY EVENTS

- Site dimensions: 3000mm x 3000mm x 2200mm. (max.)
- Generic design parameters apply (see 2.4).
- Not to be concurrent with promotional activity at Site ‘B’ unless it is part of a thematic event in the station or there is a synergy between the brands.
- Sales not permitted.

## SITE C – LONDON ST. PANCRAS HIGHSPEED SUMMER EVENT

- 6000mm long x 5000mm wide floor area all included.
- Seasonal use for up to 8 weeks in the summer.
- Fixtures/displays (up to 2200mm high) to be aligned North-South to limit obstruction of lines of sight through The Arcade.
- All furniture and other fixtures to be below 1300mm high.
- Construction: Furniture and fixtures to be of a material and standard commensurate with the standards at St. Pancras (fold out table, pop up signage etc not acceptable) – high quality finishes required.
- Installations must have a clearly defined floor area. Station terrazzo to be protected by installation of wooden boarding covered with a high quality matt floor finish.
- No floor media/bright graphic/promotional/branded messaging.
- No walls, roof or enclosure – to preserve the views of the station roof.
- No audio (unless for short time activity).
- Limited illumination – to be contained within installation structure and not free standing. Lighting specification to be agreed.
- Signage and colours to be restrained.





# 3.0 SITE SPECIFIC PARAMETERS

| SITE C – CHRISTMAS TREE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | SITE D – POP-UP RETAIL INSTALLATIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SITE E – PROMOTIONAL ACTIVITIES/POP-UP RETAIL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Site dimensions: 6000mm long x 5000mm wide floor area.</li> <li>• Generic design parameters apply (see 2.4)</li> <li>• Seasonal use for up to 8 weeks.</li> <li>• Maximum height is 14000mm.</li> <li>• Consider 360 degree views as well as views from both The Grand Terrace and The Arcade.</li> <li>• Tree to be restrained by four stainless steel cables fixed to protected/padded clamps to stainless steel lightwell balustrade. Specification can be obtained from London St. Pancras Highspeed on request. No other fixing supports permitted.</li> <li>• Barrier c.1m high around base of Christmas tree for security purposes.</li> <li>• Any light must be warm white (3000K maximum), cannot be pulsating and any directional beams at high level must avoid interference with train operations.</li> <li>• Maximum loading onto station floor is 5kN/m2 - verified structural calculation and design must be submitted.</li> <li>• Branding is controlled, cannot be illuminated and must be subservient.</li> </ul> | <ul style="list-style-type: none"> <li>• Site dimensions 3000mm x 3000mm x 2200mm high.</li> <li>• Generic design parameters apply (see 2.4)</li> <li>• Design to be opened and facing North. Possibility to create a wide display facing the ATM on the South side but this must be designed creatively and cannot be solid to avoid interference with way finding. No frame/enclosure/box effect.</li> <li>• Installations must have a clearly defined floor area. Station terrazzo to be protected by installation of wooden boarding covered with a high quality matt floor finish.</li> <li>• Lighting to be integral to the installation. Lighting specification to be agreed.</li> <li>• Linked sales are permitted, where they are specific to the product on promotion (No bulky cash tills permitted).</li> <li>• Consider pedestrian flow and avoid design that allows visitors to cross through the installation.</li> </ul> | <ul style="list-style-type: none"> <li>• Site dimensions: 3000mm x 4500mm x 2200mm.</li> <li>• Generic design parameters apply (see 2.4)</li> <li>• The installation must be facing towards the Domestic Concourse and Thames Link to the North.</li> <li>• This site is located below the deck, backing onto ATM and is a very open and prominent area with heavy pedestrian traffic.</li> <li>• Design to be open.</li> <li>• Installations must have a clearly defined floor area. Station terrazzo to be protected by installation of wooden boarding covered with a high quality matt floor finish.</li> <li>• Lighting to be integral to the installation. Lighting specification to be agreed.</li> <li>• Linked sales are permitted, where they are specific to the product on promotion (No bulky cash tills permitted).</li> <li>• Consider pedestrian flow and avoid design that allows visitors to cross through the installation.</li> </ul> |

# 3.0 SITE SPECIFIC PARAMETERS

## OTHER USES

| INSTALLATION OF 1 DAY DURATION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | LONDON ST. PANCRAS HIGHSPEED DISPLAY CASE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Self-contained free standing experiential installations.</li><li>• Design and materials to be appropriate to the location and quality of station fabric balanced against the duration and benefits to visitors.</li><li>• Use of colour to be proportionate to the area and not dominate.</li><li>• Fixtures/displays up to 2200mm high aligned North to South to limit obstruction of lines of sight through The Arcade.</li><li>• No walls, roof or enclosure – to preserve views of the station roof.</li><li>• Lighting to be integral to installation. Lighting specification to be agreed.</li><li>• Signage to be integral to installation structure.</li><li>• No freestanding signage, tables, pull-up banner permitted.</li></ul> | <ul style="list-style-type: none"><li>• London St. Pancras Highspeed display case will be provided by London St. Pancras Highspeed.</li><li>• No additional branding can be applied to the base/plinth.</li><li>• No digital screens or lightboxes within the display case.</li><li>• Mannequins permitted on a case-by-case basis.</li><li>• Content to be creatively curated and not to be used for sales/promotional campaigns.</li><li>• Display case campaign messaging to be integrated. Number and location of QR codes to be confirmed prior to installation.</li><li>• Consideration to be given to the 360-degree view of the display – i.e. from above, sides and top.</li></ul> |



# 3.0 SITE SPECIFIC PARAMETERS

## SITE USES, DIMENSIONS & DURATION

| SITE    | USE                                                                   | SITE DIMENSIONS (LxWxH)*    | MAXIMUM DURATION PER CALENDAR YEAR                                                                        |
|---------|-----------------------------------------------------------------------|-----------------------------|-----------------------------------------------------------------------------------------------------------|
| A       | Experiential/Promotional<br>(existing and external tenants)           | 2000mm x 2000mm<br>x 2200mm | Up to 7 days a month (84 days/year)                                                                       |
| B       | Promotional/pop-up retail<br>(external commercial activity)           | 5000mm x 5000mm x 2200mm    | 6 months per calendar year for external commercial activity,<br>of which 4 consecutive months maximum. ** |
| C       | Experiential/Station Information/<br>Art/Charity                      | 3000mm x 3000mm<br>x 2200mm | Up to 15 consecutive days per 3 month period (excl. Christmas<br>and summer) - (60 days/year)             |
| C       | Christmas Tree/London St. Pancras Highspeed<br>summer marketing event | 6000mm x 5000mm             | Up to 8 weeks twice per year.                                                                             |
| D       | Promotional/pop-up retail<br>(external commercial activity)           | 3000mm x 3000mm<br>x 2200mm | 6 months per calendar year for external commercial activity,<br>of which 4 consecutive months maximum. ** |
| E       | Promotional/pop-up retail<br>(external commercial activity)           | 4500mm x 3000mm<br>x 2200mm | 6 months per calendar year for external commercial activity,<br>of which 4 consecutive months maximum. ** |
| B, D, E | Promotional (existing tenant only)                                    | As above                    | Up to 60 days per calendar year in total, across all three sites.                                         |

\* Dimensions are maximum measurements

\*\* There must be one week break minimum between installations and the same temporary installation cannot be in the station for more than four consecutive months (even if carried over the calendar year).

# 3.0 SITE SPECIFIC PARAMETERS

## 3.4 THE CIRCLE & DOMESTIC CONCOURSE

The Circle was completed in 2007 and marks a respectful contrast to the architecture of The Arcade and The Grand Terrace.

The Circle is an important gateway into the station from the King's Cross area on the East side and the British Library, Francis Crick Institute and Euston on the West.

### KEY PRINCIPLES

- Installations must maintain free pedestrian flow through the space.
- Consideration should be given to effects on the light levels within 'the keyhole' (see location plan).
- Materials should respond to the contemporary character of the area.

### DOMESTIC CONCOURSE

Use solely for choirs - Refer to choir site plan for maximum capacity.





# 3.0 SITE SPECIFIC PARAMETERS

## PERMITTED USES & PARAMETERS

| SITE F – ALL PERMITTED USES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SITE F – INSTALLATION FOR 1 DAY BY EXISTING TENANT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Site dimensions: 4000mm x 3000mm x 1800mm.</li><li>• Generic design parameters apply (see 2.4).</li><li>• Height is maximum 1800mm to preserve views of the train information board.</li><li>• Quality ropes on chrome post to be used to delineate the space unless a floor is being used.</li><li>• No cash till permitted.</li><li>• Must preserve the views through as this is a high footfall area. It must be a very open design.</li><li>• Audio is not permitted given the proximity of the juke box.</li></ul> | <ul style="list-style-type: none"><li>• Self-contained free standing experiential installations.</li><li>• Design and materials to be appropriate to the location and quality of the station fabric balanced against the duration and benefits to visitors.</li><li>• Use of colour to be proportionate to the area and not dominate.</li><li>• Limited fixtures/displays up to 1800mm high will be permitted to retain visibility of the train information board. No walls, roof or enclosure.</li><li>• Signage to be integral to the installation structure.</li><li>• No freestanding tables and pull-up banner permitted.</li></ul> |

# 3.0 SITE SPECIFIC PARAMETERS

## SITE USES, DIMENSIONS & DURATION

| SITE               | USE                                                        | SITE DIMENSIONS (LxWxH)* | MAXIMUM DURATION PER CALENDAR YEAR   |
|--------------------|------------------------------------------------------------|--------------------------|--------------------------------------|
| F                  | Existing Tenants/Charities                                 | 3000mm x 4000mm x 1800mm | Maximum one week at a time *         |
| F                  | Promotional/Pop up retail (external commercial activities) | 3000mm x 4000mm x 1800mm | 3 months (1st June to 31st August) * |
| Domestic Concourse | Choirs/Arts Performance                                    | 3000mm x 3000mm x 2200mm | 4 hours/day                          |

\* There must be one week break minimum between installations

Site F primary function is to enable retailers from the Arcade and Grand Terrace to increase their visibility and to bring their brand and products to visitors using the Circle. In addition to existing tenants, the site can also be marketed to external companies for commercial use over the summer months (June, July and August). This is for high quality installation with a summer related theme that is appropriate to the station and its visitors.



# 4.0 PROCESS & SUBMISSION



## 4.0 PROCESS & SUBMISSION



### 4.1 PROCESS

St. Pancras International is managed on a day-to-day basis by Network Rail High Speed, NR(HS).

Given its Grade I listed status, the station's special historic and architectural interest is protected through the requirement for either Listed Building Consent or through a Heritage Deed agreement under the Channel Tunnel Rail Link (CTRL) Act 1996. This process is managed by the London St. Pancras Highspeed Heritage & Design team.

The consent processes ensure that all proposals are properly considered by the Landlord (London St. Pancras Highspeed) and Statutory Authorities for any impacts on the historic character of the building. They also ensure that decisions are clearly justified and recorded for future reference, with the explicit agreement of the London Borough of Camden (LBC) and Historic England (HE) being in place. Failure to comply with this legislation is a criminal offence.

# 4.0 PROCESS & SUBMISSION

## AUTHORISATION OF PROPOSALS

Any works for the maintenance, alteration, renewal or operation of the station require a Heritage Deed consent, however, within this legislative framework there are specific agreements for temporary installations which relate to the promotion of the station. The agreement authorises installations and activities in the approved sites and to the approved parameters set out in this Guide.

London St. Pancras Highspeed Heritage & Design team and NR(HS) will review the proposals to ensure compliance. Proposals should be submitted at least three weeks prior to the desired installation date. London St. Pancras Highspeed is prepared to consider proposals submitted within a shorter timescale by exception, and equally more complicated proposals might require further consultation.

London St. Pancras Highspeed will confirm whether a proposal falls within the parameters agreed with heritage stakeholders and if not, will require clarification and modification of details. Technical, safety and security review will be undertaken by NR(HS).

A letter of non-objection will be issued by London St. Pancras Highspeed once the proposal has been reviewed by all relevant stakeholders and can proceed.

## HERITAGE DEED AGREEMENT & LISTED BUILDING CONSENT

Where a proposal does not conform to this Guide, a submission to the London Borough of Camden in the form of a Heritage Deed, or an application for Listed Building Consent might be required. In the first instance, London St. Pancras Highspeed will work with the applicant to establish if the design can be modified to meet the approved parameters.

If a Heritage Deed or Listed Building Consent is required, London St. Pancras Highspeed will work with the applicant to collate the relevant information and will submit the application on behalf of the applicant. Obtaining the decision notice can take eight weeks from the submission of the application to receiving the approval.

## GENERAL PRINCIPLES

For large-scale/long term or design of a more complex nature, consultation with London St. Pancras Highspeed Design & Heritage Advisors is encouraged well in advance (at least three months).

Any installation within St. Pancras International requires the approval of NR(HS) through the Works Authorisation Document ('WAD') process and submission of a risk assessment/method statement (RAMS) to email address [worksstpancras@networkrail.co.uk](mailto:worksstpancras@networkrail.co.uk). Please note these guidelines imply no design responsibility for the proposal on behalf of London St. Pancras Highspeed (&/or their approved partners).

## MONITORING

To ensure that the agreed principles and parameters are maintained London St. Pancras Highspeed keeps a record of programming and duration of events.

London St. Pancras Highspeed and NR(HS) will monitor and respond to non-compliant installation.

# 4.0 PROCESS & SUBMISSION

## 1. CONCEPT STAGE

1. A. If you are a brand within the station, your initial concept discussions must be discussed with the Retail Account Manager. The submission will then be passed over to the Retail Project Manager.  
  
B. If you are an external brand please submit your initial query/Concept Design to: [Retailfitouts@stpancras-highspeed.com](mailto:Retailfitouts@stpancras-highspeed.com)
2. Submission to include: Proposed location and duration, Proposed arrangement layout, Materials, Full measurements, 3D render or elevations, and Mood board. The information provided must enable London St. Pancras Highspeed to visualise the proposed concept.
3. London St. Pancras Highspeed/NR(HS) will provide initial comments on the design. If considered acceptable, a Concept Letter of Non-Objection will be issued by London St. Pancras Highspeed .



## 2. DETAILED STAGE

1. Designer/PM to submit a detailed design pack to the Retail Project Manager. This must include:
  - Full details of the proposed designs, Safety, Security and Technical elements.
  - If considered acceptable to London St. Pancras Highspeed and NR(HS) a Detailed Letter of Non-Objection will be issued by London St. Pancras Highspeed within 10 days. Otherwise, comments will be provided for the Designer/Project Manager to review the proposal and resubmit.



# 4.0 PROCESS & SUBMISSION

## 3. RAMS & PRE START

1. Designer/Project Manager to submit RAMS for approval to [worksstpncras@networkrail.co.uk](mailto:worksstpncras@networkrail.co.uk).
2. Once RAMS have been approved, and if required the NR(HS) Project Manager will set up an online induction and a Pre-start meeting.



## 4. INSTALLATION & OPERATION

- RAMS/Work permits must have been approved and obtained from NR(HS) prior to installation works being undertaken. If installation is required, works and deliveries must be carried out during engineering hours (23:00-04:30).
- Brand to plan staffing requirement to ensure guests will be welcomed at all times during operating hours. For all temporary installations a minimum of two staff are required at all times, and the site must be secured out of hours.
- The operating hours are 8.00am - 7.00pm, unless otherwise agreed.

# 4.0 PROCESS & SUBMISSION

## 4.2 SUMMARY: SITE USES, DIMENSIONS & DURATION

- These tables provide a summary of the parameters which apply to each site and that have been agreed with Heritage Stakeholders. The maximum durations have been agreed based on existing arrangements and a review of the marketing calendar for the forthcoming year. The maximum durations will be reviewed and refined every year, if required.
- The purpose of the limited duration is to add diversity and theatre to the station by regularly changing the offers on the temporary sites.
- Periods are limited to ensure breathing space between installations and limit the visual impact.
- There must be one week gap minimum between installations.



## 4.0 PROCESS & SUBMISSION

| SITE          | USE                                                      | SITE DIMENSIONS (LxWxH)                     | MAXIMUM DURATION PER CALENDAR YEAR                                                      |
|---------------|----------------------------------------------------------|---------------------------------------------|-----------------------------------------------------------------------------------------|
| GRAND TERRACE |                                                          |                                             |                                                                                         |
| Y/X           | Events                                                   | Stage: 3000mm x 2000mm x 1000mm             | Up to 24 days not concurrent between sites                                              |
|               | Weddings                                                 | N/A                                         | N/A                                                                                     |
| Z             | Eurostar events                                          | Stage: 3000mm x 2000mm x 1000mm             | Up to 4 hours excl. installation time. 5 times/year                                     |
|               | Terrace wires                                            | Set out in relevant listed building consent | 6 months maximum in any 12 month period                                                 |
| ARCADE        |                                                          |                                             |                                                                                         |
| A             | Promotional/experiential                                 | 2000mm x 2000mm x 2200mm                    | Up to 7 days/month (84 days/year)                                                       |
| B             | Promotional/pop-up retail                                | 5000mm x 5000mm x 2200mm                    | 6 months per calendar year of which 4 consecutive months maximum                        |
| C             | Experiential/station information/art/charity             | 3000mm x 3000mm x 2200mm                    | Up to 15 consecutive days per 3 month period (excl Christmas and summer) (60 days/year) |
| C             | Christmas tree/London St. Pancras Highspeed summer event | 6000mm x 5000mm                             | Up to 8 weeks twice per year                                                            |
| D             | Pop-up retail/promotional                                | 3000mm x 3000mm x 2200mm                    | 6 months per calendar year of which 4 consecutive months maximum                        |
| E             | Pop-up retail/promotional                                | 4500mm x 3000mm x 2200mm                    | 6 months per calendar year of which 4 consecutive months maximum                        |

## 4.0 PROCESS & SUBMISSION

| SITE         | USE                                        | SITE DIMENSIONS (LxWxH)  | MAXIMUM DURATION PER CALENDAR YEAR                                            |
|--------------|--------------------------------------------|--------------------------|-------------------------------------------------------------------------------|
| CIRCLE       |                                            |                          |                                                                               |
| F            | Existing Tenants/charity                   | 3000mm x 4000mm x 1800mm | One week on/one week off                                                      |
| F            | External experiential/promotional activity | 3000mm x 4000mm x 1800mm | 3 months (1st June - 31st August)                                             |
| STATION-WIDE |                                            |                          |                                                                               |
|              | Charity events                             | N/A                      | 2 main events per year + experiential fundraising activities max twice/ month |
|              | Music, arts performances                   | Site specific            | Up to 12 times per year (not including choirs and piano performances)         |

## 4.0 PROCESS & SUBMISSION



## 4.3 SUBMISSION REQUIREMENTS

The submission information must be commensurate to the type of installation and must enable London St. Pancras Highspeed and NR(HS) to visualise the proposal in its context and assess it for:

- Design aesthetic
- Technical design
- Safety
- Security

The following will be required subject to the type of installation:

- Temporary installation application form\*
- General arrangement plan/layout\*
- Mood board, photographs\*
- Material specifications, MSDS\*
- Sections/elevations
- Sketch/drawings to scale
- Electrical loading
- Certified structural calculations (floor/lateral crowd and wind loading)
- Risk Assessment and Method Statements

\* Minimum requirements



# 5.0 APPENDICES

# 5.0 APPENDICES

## ASSOCIATED RELEVANT DOCUMENTS

The following documents are available on request:

- Filming (available from Network Rail)
- St. Pancras brand guidelines
- Wedding terms and conditions (available from St. Pancras Bar and Brasserie)

## 5.1 BANNERS & ABSO

The location and dimensions of lift banners is fixed as is the location of the BSO within the station. The content is managed by London St. Pancras Highspeed.

- Four lift banners in the Arcade and four glass fins in the Circle area for the purpose of identifying location in the station e.g. Grand Terrace, Arcade, Circle and station events.
- Their size is fixed and dictated by the station structure.
- Images/text illustrated on them are to comply with the London St. Pancras Highspeed brand
- Guidelines in terms of the colour/font.
- Lift banners and BSO are not permitted for use as an advertising medium including the identification of specific retailers. This is to be used for station-wide promotion and information.
- By exception the banners and BSO maybe changed for charity events, subject to the controls above.



# 5.0 APPENDICES

## 5.2 TEMPORARY INSTALLATION APPLICATION FORM

| DESCRIPTION OF THE INSTALLATION’S/ACTIVITY PURPOSE AND PROPOSED DATES/<br>DURATION: (WHAT IT IS YOU ARE PROPOSING, AND HOW LONG FOR AS WELL AS ON<br>WHICH SITE) | PROPOSED MATERIALS, COLOURS AND DIMENSIONS:<br>(DESCRIBE WHAT IT WILL LOOK LIKE) |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
|                                                                                                                                                                  |                                                                                  |

# 5.2 TEMPORARY INSTALLATION APPLICATION FORM

Please submit sufficient information to enable London St. Pancras Highspeed and its partners to understand and be able to visualise the proposed intervention and its impact on the station’s environment.

Ensure the submission is site specific.

PLEASE SUBMIT TO  
[RETAILFITOUTS@STPANCRAS-HIGHSPEED.COM](mailto:RETAILFITOUTS@STPANCRAS-HIGHSPEED.COM), OR TO  
THE RETAIL ACCOUNT MANAGER FOR EXISTING TENANT.

Submission version:

Date:

Applicant name:

Applicant e-mail:

| DRAWING/DOCUMENT TYPE         | ✓ | DRAWING(S) NO./DOC. REFERENCE/COMMENTS |
|-------------------------------|---|----------------------------------------|
| Proposed Plan                 |   |                                        |
| Proposed elevations           |   |                                        |
| Proposed signage, graphics    |   |                                        |
| Proposed services             |   |                                        |
| Mood board/proposed materials |   |                                        |
| Other (please clarify)        |   |                                        |

By submitting this form, the applicant confirms they have read London St. Pancras Highspeed Guide: Temporary Installation and that the submission is in compliance with the Guide.

# 5.3 TEMPORARY INSTALLATION

## TEMPORARY INSTALLATIONS: PARAMETERS FOR DIGITAL SCREENS & LIGHTBOXES IN TEMPORARY INSTALLATIONS

### LIGHTBOXES

- Proposals for lightboxes must show that they are an integral part of the overall design and installation (lightboxes are not permitted to be freestanding). Justification is to be submitted that the medium chosen could not be achieved by other less impactful mediums.
- Lightboxes will be considered on Site B, Site D and Site E only. Lightboxes proposed on Site C will be considered on a case by case basis only.
- Lightboxes are not permitted on Site A, Site F or for temporary events and installations on the Grand Terrace sites.
- Maximum of 2 lightboxes on any one installation.
- The proposed maximum size of a lightbox is H1200 x W800mm.
- Lighting to be edge-lit as opposed to back lit to reduce luminance. Specifications must be provided for review prior to installation.
- Lightboxes to have discrete lighting (maximum 3000 kelvin) and be dimmable. No visible LED light nodes are permitted.
- Proposals for lightboxes are to avoid obstructing/impeding important views including important long views in the Arcade (north-south views).
- The proposed luminance overall of lightbox displays will be considered in context with the luminance of any other lighting display proposed in the installation.
- Graphics/content must be primarily imagery (lifestyle imagery) with limited text.
- Graphics/content are to be a high-quality print on fabric.

# 5.3 TEMPORARY INSTALLATION

## TEMPORARY INSTALLATIONS: PARAMETERS FOR DIGITAL SCREENS & LIGHTBOXES IN TEMPORARY INSTALLATIONS

### DIGITAL SCREENS

- A digital screen will be considered for a maximum of 1-2 weeks, where justification has been submitted that the medium chosen could not be achieved by other less impactful mediums.
- A digital screen will be considered on Site B, Site D and Site E only. Digital screens proposed on Site C will be considered on a case by case basis. A digital screen is not permitted on Site F or the Grand Terrace Sites.
- A digital screen will only be considered where they form an integral part of the installation (for example as part of a framed display) and must not be freestanding.
- A maximum of one (1) screen only is permitted.
- Proposals for a digital screen are to avoid obstructing important views including important long views in the Arcade (north-south views).
- Maximum size of digital screen in 42" screen (diag.)
- Content: default screen to be static and content made of static images only, shot with natural light setting. Retailer to indicate what the content will be made of at detailed design. No moving imagery except if part of an interactive experience.
- Screen must be HD definition. Native resolution must be full HD - HD definition design/capture and post production processing (minimum 1080 x 1920 at 72dpi).
- Aspect ratio 16:9/9:16
- Brightness (cd/m2) to be minimum 400 cd/m2 and maximum 500 cd/m2 to adapt to changing light levels within the station.
- Contrast and colour setting to be controllable.
- Anti-glare coating.
- Muted tone and finish. No harsh contrast.
- Power – cables to be concealed within installation structure – no surface mounted/ trailing cables permitted.
- All cables and external box to be contained and hidden from view.
- Screens to be turned off outside trading hours.

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