

A Unique Development

In June 2023 we opened our 109th store, located in the vibrant heart of Kings Cross, London.

This new 103,000 sq ft store complements the area's industrial heritage and showcases a milestone in our evolution, reflecting a bold stride in innovation. The store has achieved 40,000 sq ft of occupancy growth up to 31 March 2024 and reached break even at the EBITDA level after four months.



Kings Cross: A decade of transformation

Over the past 15 years, Kings Cross has undergone a remarkable transformation, unparalleled in Central London. The area has seen the rise of 8 million square feet of mixed-use development, including 3.4 million square feet of office space and approximately 1,900 new homes and apartments. 20 new streets and public spaces have further invigorated the area.

The new face of Kings Cross

The area now boasts prestigious institutions and companies, including the University of the Arts London, Google, and Louis Vuitton. The Coal Drops Yard, a retail space by Thomas Heatherwick, has become a bustling hub for shopping and dining.

Big Yellow's Kings Cross store

Big Yellow's £50 million investment in Kings Cross posed significant logistical challenges, from constructing temporary structures to creating a double basement with seven-story brick-clad elevations. The inclusion of sprinkler systems, smoke ventilation, stormwater tanks and public realm enhancements added layers of complexity. After four years of planning and over two years of construction, the store opened in June 2023. The store has achieved 40,000 sq ft of occupancy growth up to 31 March 2024 and reached break even at the EBITDA level after four months.

Sustainability and design

The store reflects the area's industrial heritage with its Victorian-inspired design, featuring artisan brickwork and Crittal windows. It's equipped with eco-friendly features, such as a 50 kWp solar PV system, air source heat pumps and water-saving devices. A green roof, bird and bat boxes enhance biodiversity and invite local wildlife. 16 bicycle bays and two EV charging bays are also available.

Flexi offices • **Climate-controlled wine cellars** • **Air source heat pumps** • **Business hub** • **50 kWp solar PV system**



Innovative storage and art

This flagship store offers diverse facilities, including 1,600 storage units, climate-controlled wine cellars, 13 flexi offices and a communal business hub, all equipped with state-of-the-art security. It also showcases what is possibly the UK's largest floor art installation by London artist Danny Rolph.