

HS1-CAM-H11 DISPLAY OF CELEBRATORY IMAGES

PRE APPLICATION DISCUSSIONS

Extracts from Heritage Management Meetings where the proposal was discussed

DOC REF N-SN-OW-00040-18-HSO

Minutes of Meeting

Meeting	HERITAGE MANAGEMENT MEETING 38	Frequency	
Date	6 JANUARY 2012	Held at	Barlow Rooms
Document Reference	N-SN-OW-00039-18-HSO		

	Attendees		Additional distribution:	
	Name	Company	Name	Company
Chairman	Josie Murray	HS1	Tim Smart	HS1
	Victoria Pound	LB Camden	Jay Newton	HS1
	Simon Hickman	English Heritage	Kevan Collins	NR CTRL
	Paul Boyce*	Searcy's		
	Adam Tibbet *	Searcy's		
	Charlotte Bates*	Links of London		
	Penny Reynolds*	Links of London		
	Phil Jeffs *	Links of London		
	Martin Stephens*	JCDecaux		
	Lorraine MGoldrick*	JCDecaux		
	Alwyn Hurlock	NR CTRL		
	Jannine Lavender*	NR CTRL		
	Name	Company	Name	Company
Apologies				
Minutes by	Pat Castledine	HS1		

4. OLYMPICS KEYHOLE GLAZING ADVERTISING

Samples of the material, albeit in dark colour and view analysis document A08840/01-03 were tabled.

It was noted that an example using lighter colour tones as shown on the images previously tabled would have enabled a better assessment of the effect on light levels.

JC Decaux confirmed that it was proposed to use a fabric hung and tensioned as previously discussed. It was not possible to use vinyl as discussed at the previous meeting and achieve a sufficiently high image quality. The material would be backed to prevent the image being visible from the outside.

Reviewing the view analysis. SH, with VP concurring, expressed the view that it should be possible to achieve a hit and miss design so that views out and light levels could be maintained. He expected a strong reference to the best complex of railway buildings in the UK. The images would gain power and value from a good relationship to the surrounding environment. Resources were being expended to ensure that London was to be at its most pristine during the Olympics. This period may be the first or only time that visitors see London. It is important that visitors are able to see and appreciate the heritage buildings and the new Kings Cross Station western range. If advertising is permitted it must show some benefit /enhancement to the overall experience. A more creative response that takes on board discussion and comments made at these meetings is required.

It was agreed that McDonald's creative advisors should be invited to meet with EH/LBC/HS1 to achieve a more sympathetic and creative response.

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Meeting	ST PANCRAS HERITAGE MANAGEMENT MEETING 036	Frequency	
Date	9 NOVEMBER 2011	Held at	St Pancras Station, The Grand
Document Reference	N-SN-OW-00037-18-HSO		

	Attendees		Additional distribution:	
	Name	Company	Name	Company
Chairman	Josie Murray	HS1	Tim Smart	HS1
	Simon Hickman	English Heritage	David White	HS1
	Alwyn Hurlock	NRCTRL	Wendy Spinks	HS1
	Kevan Collins	NRCTRL	Jay Newton	HS1
	Ben Ruse*	Place PR	Emma Pickard	NRCTRL
	Paula Fisher*	Bright PR	Gary Taylor	NRCTRL
	Duncan Titmarsh*	Bright Bricks	John Webb	NRIL
	Ed Diment*	Bright Bricks		
	* part time			
	Name	Company	Name	Company
Apologies	Victoria Pound	LB Camden		
Minutes by	Pat Castledine	HS1		

3. OLYMPICS-KEYHOLE GLAZING ADVERTISING			
		<p>An image of the proposed art work was tabled. It was confirmed that McDonalds had purchased the advertising space. Proposals for advertising on the outside were being considered by JC Decaux and McDonalds creative agency.</p>	

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	<p>EH expressed their reservations and concerns about the use of advertising on this elevation:</p> <ul style="list-style-type: none"> • reduced light levels • obscure views of Kings Cross <p>EH considered the external appearance to be more important.</p> <p>Advertising should not spoil the pristine appearance that councils are seeking with cleaning and tidying works throughout London.</p> <p>SH will consult with others and come back with a formal view.</p>	SH
	<p>Post Meeting Note: 16/11/11 EH provided additional response:</p> <p>A listed building consent application for an internal image which resulted in an opaque dead frontage would not be positively received.</p> <p>EH resistant to any form of advertising on this elevation. There are various concerns – e.g inappropriate on a Grade I listed building, the design of the space between the original building and the deck extension (i.e where the keyhole is) is a transitional area which allows expression and appreciation of the original architecture, etc. There are also concerns about the obscuration of views of Kings Cross and an interference with the designed physical and visual relationship between the two buildings once the new concourse at KX is opened.</p> <p>It was proposed to look again at applying a vinyl to the glazing rather than the fixed screen. This would need to be perforated to allow views out (to Kings Cross) and to a lesser extent in. The external appearance of the vinyl would need to be black as a minimum. EH were receptive to this, but it would be dependent on submission of details.</p>	

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	<p>It was agreed that the proposal would be worked up and reviewed.</p> <p>Concerns were expressed about the following aspects of advertising proposals under the existing planning/advertising regs:</p> <ul style="list-style-type: none"> • no control over content of advertising • No control over the duration <p>JM noted that the Listed Building Consent would be time limited and any advertising material would be removed when the frame was removed.</p>	HS1
	<p>SH asked if HS1 would be prepared to enter into some kind of legal agreement with regards to the content.</p> <p>It was agreed that JCD would be asked to produce some guidelines that sought to ensure high quality images and to limit the amount of space used to display corporate images. VP and SH would have the opportunity to have an input into these guidelines.</p>	<p>HS1</p> <p>HS1</p>
	<p>The concept designs prepared by Samsung for the Olympics were discussed. LBC had previously indicated (meeting 033) a preference for the Circle of Fire subject to submission of details. SH stated that he would review the proposals following the meeting with his casework review panel to get some formal feedback but he thought it was unlikely that EH would support it.</p> <p>Post meeting note: SH stated that EH considered the timeframe for the "Olympic period" to be strictly from the opening ceremony to the closing ceremony. EH would be unlikely to support any form of large-scale installation or advertising relating to the Olympics beyond this specific period.</p>	

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	<ul style="list-style-type: none"> • Any application for consent would need to be justified. • LBC in considering a request to display advertisements do not have any influence on the content of an advert. In this instance LBC would require sight of the proposed imagery to ensure that the balance between brand specific images and non-brand / Olympic images is acceptable in terms of listed building consent. • No indication was given as to what that balance should be but it should be assumed that the brand will need to be subordinate. <p>Previously EH and LBC had required that no imagery was visible on the exterior of the building and JC Decaux had developed a two skin panel system to meet this requirement. LBC did not object to the proposed panel system for displaying the adverts, should all other issues be satisfied. They would require details of the fixing techniques and a method statement for installation and removal.</p> <p>Having viewed the montage produced by JCD it was suggested to LBC that the blank external elevations 'close down' the station rather than welcome people. It was suggested that the external facing skin therefore be used to celebrate the Olympics at St Pancras and act as a focal point.</p> <p>LBC were not averse to this idea however it again depended on content.</p> <ul style="list-style-type: none"> • JCD were to draft design guidelines which they would require the advertiser to comply with. • LBC agreed to comment on / contribute to the design guidelines. <p>It was agreed that JC Decaux would set out an argument justifying the use of the space and demonstrating how the content will be controlled for presentation at the next meeting.</p>	<p>HS1/JCD</p> <p>LBC</p> <p>HS1/JCD</p>
	<p><u>Other Advertising Locations</u></p> <p>LBC agreed that the Olympics related advertising on sites within the station for which there is currently no heritage agreement (and excluding the keyhole glazing) does not require a separate listed building consent.</p> <p>LBC are happy to agree proposals at a Heritage Management Meeting. This relates to vinyls attached to the glazing above the ATMs in the Arcade; the east facing concrete downstand to platforms 11-13, main CIS and Angel of the south clock and the walls to the Northern Ticket Hall subway. No floor media is permitted.</p> <p>LBC still wish to see the content of any proposed advert and to be consulted on the balance between brand and Olympic related imagery.</p>	

Minutes of Meeting

Meeting	ST PANCRAS HERITAGE MANAGEMENT MEETING 032	Frequency	
Date	15 th June 2011	Held at	St Pancras Station Barlow Room
Document Reference	N-SN-OW-00032-18-HSO		

	Attendees		Additional distribution:	
	Name	Company	Name	Company
Chairman	Josie Murray	HS1	Tim Smart	HS1
	Alwyn Hurlock	NRCTRL	David White	HS1
	Simon Hickman	EH	Wendy Spinks	HS1
	Victoria Pound	LB Camden	Emma Pickard	NRCTRL
	Alexis Hecker	JCDecaux	Mark Killick	NRCTRL
	Steve Cripps	JCDecaux	John Webb	NRIL
	*Part time			
	Name	Company	Name	Company
Apologies	Pat Castledine	HS1		
Minutes by	Josie Murray	HS1		

Note Due to availability of key personnel the meetings with English Heritage and LB Camden took place consecutively. They are recorded as a single event as the agenda was the same for each.

1.	2012 Advertising	ACTION
	JM introduced Alexis Hecker and Steve Cripps from JCDecaux who are managing the sale of the advertising spaces in the station for the Olympics period. Previous discussions (Heritage Management Meeting 028 03/02/11 ref N-SN-OW-00029-18-HSO) had identified the glazing above the keyhole entrance as a potential site for 2012 related advertising. EH and LBC had both expressed concern about the use of this space and the effect on the building, both in terms of physical and visual impact internally and externally.	

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	<p>Since that time JCDecaux have looked at ways of minimising the impact. AH set out this approach:</p> <ol style="list-style-type: none"> 1. Initially looked at applying a grey vinyl directly to the glass – this was discounted as it would reduce light levels within the station and not be acceptable for a listed building. 	
	<ol style="list-style-type: none"> 2. They then explored the use of perforated vinyl and illustrated this with a sample. This was discounted as the image became washed out in strong light. 3. Printing onto a fabric skin was then looked at. This allows a lot of light through but the image is still visible on the reverse. 4. This approach was further developed by stretching the fabric skin onto a frame and adding a second skin to the other side of the frame approximately 150mm away. This was illustrated with a sample and demonstrated that the printed image was not visible externally. 	
	<p>The frame would be clamped to the structural frame of the entrance glazing and would extend across four bays. The two corner bays comprise three rectangular glazing panels across and four panels high; the panels above the door openings are two panels wide and four high. The line of glazing at either end where it meets the building is left unadorned.</p>	
	<p>The screens would be in place for 3 months to cover both the Olympics and Paralympics.</p>	
	<p>SH was concerned at a number of levels:</p> <ol style="list-style-type: none"> 1. The proposal fundamentally detracts from the architecture of the station. 2. The entrance is glazed to provide transitional separation of the original structure from the new extension. 3. The glazing permits views into and importantly out of the station. 4. Long views out of the station will be obscured and will interfere with some carefully designed urban design. 5. KX will open in late 2011 and the visual link between the two stations is important and will be diminished by the proposal. 	
	<p>SH stated that if the image was directly related to the Olympics then it may be possible to allow, however as illustrated it is straightforward advertising and revenue generation. There does not appear to be any justification for permitting advertising where without the Olympics it would not be countenanced. SH queried where the benefit in general is of the proposal rather than purely financial gain.</p>	

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	<p>SH stated that EH was taking a hard line on advertising and St Pancras would not be an exception. He advised that if the imagery was strongly related to the Olympics then there is a possibility that it may be acceptable. SH was not prepared to state whether the materials were feasible to use without sight of and agreement of the content of the adverts.</p> <p>SH requested plans, elevation and a description of the works with a justification of the benefits of installation.</p>	HS1/JCD
	<p>VP stated that LB Camden had the expectation that any imagery / branding would be Olympic related. LBC would be more sympathetic to event related imagery.</p> <p>VP accepted that the proposed approach did not generate any physical damage to the building fabric, however she too requested plans, elevations and a mock up to assess the impact.</p> <p>In principle the two skin approach was acceptable if less brand oriented. She stated that the sensitivity of the building should be taken into account in the design of the graphics / creative.</p>	HS1/JCD
	<p>VP queried whether the area of the screens could be reduced to that the top and bottom line of glazing panels was not used.</p>	HS1/JCD

Minutes of Meeting

Meeting	ST PANCRAS HERITAGE MANAGEMENT MEETING 029	Frequency	
Date	24 th March 2011	Held at	St Pancras Station Barlow Room
Document Reference	N-SN-OW-00030-18-HSO		

	Attendees		Additional distribution:	
	Name	Company	Name	Company
Chairman	Josie Murray	HS1	Tim Smart	HS1
	Victoria Pound	LB Camden	David White	HS1
	Simon Hickman	EH	Wendy Spinks	HS1
	Phil Prosser*	Betjemans	Jay Newton	HS1
			Emma Pickard	NRCTRL
			Mark Killick	NRCTRL
			John Webb	NRIL
	*Part time			
	Name	Company	Name	Company
Apologies	Pat Castledine	HS1		
Minutes by	Josie Murray	HS1		

1. MINUTES OF PREVIOUS MEETING AND OUSTANDING ACTIONS		ACTION
P9 Item 9	Olympics related advertising. This would be in place for a maximum of 12 weeks. EH and LBC agreed to the use of the west side glazed entrance screen as a suitable site for Olympic related advertising as it was a key location for customers coming from Euston and surrounding area.	

Minutes of Meeting

Meeting	ST PANCRAS HERITAGE MANAGEMENT MEETING 028	Frequency	
Date	3 rd February 2011	Held at	St Pancras Station Barlow Room
Document Reference	N-SN-OW-00029-18-HSO		

	Attendees		Additional distribution:	
	Name	Company	Name	Company
Chairman	Josie Murray	HS1	Tim Smart	HS1
	Victoria Pound	LB Camden	David White	HS1
	Simon Hickman	EH	Wendy Spinks	HS1
	Alwyn Hurlock	NR(CTRL)	Jay Newton	HS1
	Wendy Spinks*	HS1	Emma Pickard	NRCTRL
	Ed Dawson*	HS1	Mark Killick	NRCTRL
			John Webb	NRIL
	*Part time			
	Name	Company	Name	Company
Apologies	Pat Castledine	HS1		
Minutes by				

1. MINUTES OF PREVIOUS MEETING AND OUSTANDING ACTIONS			ACTION
P1 Item 1	Chambers forecourt: Drainage Grilles: SH to put agreement in writing.		EH
P3 Item 5	ICE Glazing Realignment: Heritage Deed submission (HS1 CAM H7 ref: L-SN-CN-00003-18-HSO) was made 07.12.10. LBC confirmed agreement. EH to respond.		EH
P3 Item 6	Eastern Arch bollards: work is now complete. LBC/EH to inspect.		LBC/EH
P3 Item 7	Foyles / Taxi doors: Detail of product still awaited.		HS1
P4 Item 10	Eurostar Advertising / Signage: EH and LBC confirmed that agreement had been given for 4 digital advertising panels at the base of the travelators – single panels on the eastern and western most travelators and two in the central area, rather than the 3 recorded in the minutes.		

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9.	Advertising		
		<p>WS presented proposals to amend advertising within the station. This covered both the permanent advertising to keep up to date with new technology as well as temporary signage / advertising during the Olympics.</p>	
		<p><u>Olympics</u> WS explained LOCOGs approach to advertising which is to package opportunities at key locations for brand sponsors to allow them to present themselves and make London feel different.</p> <p>During April the various opportunities will be offered to the sponsors and by June it will be known who has taken which sites. The sites at St Pancras have been packaged so that there is a consistent message. For the station the packages have been divided by area so that only one sponsor could advertise in any one area to avoid visual conflict. HS1 would have creative sign off for the advertising in the station.</p> <p>WS outlined the operational plan for the station during the Olympics in respect of queue management for the Javelin service. There would be two main queue areas – one in the domestic concourse and the other along Pancras Road. The Olympic brand sponsors are a key part in welcoming and directing customers / passengers.</p> <p>WS illustrated the sites within the station with possible advertising indicated thereon (see attached)</p>	
		<p><u>Entrance Glazed Screens</u></p> <p>SH responded that he had reservations about the extent of advertising in the station, particularly around the key hole. An advert is an advert regardless of what it is advertising and he was concerned about the impact of this on the Grade I listed building. He stated that the new work had been designed to be a subtle transition from the original building to the new deck extension which was manifest in the treatment of the domestic concourse / entrance as a transition zone. Visibility into and out of the station concourse was important. The proposed advertising was completely contrary to this and shouted out its presence. He did not feel that the image illustrated added value to St Pancras.</p>	
		<p>WS replied that there was opportunity to work with the creatives on the appearance such that the message was not overly intrusive.</p> <p>SH appreciated that the Olympics is a special event but that EH has to look at the wider picture and the impact of similar proposals on other significant heritage assets. EH has maintained a consistent position in this respect which is NO to external advertising.</p> <p>SH and VP concurred that a 'Welcome to 2012' may be possible for the glazing at the station entrance above the key hole as it would reinforce the wayfinding but not a blatant brand advert.</p>	

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	<ul style="list-style-type: none"> • Any application for consent would need to be justified. • LBC in considering a request to display advertisements do not have any influence on the content of an advert. In this instance LBC would require sight of the proposed imagery to ensure that the balance between brand specific images and non-brand / Olympic images is acceptable in terms of listed building consent. • No indication was given as to what that balance should be but it should be assumed that the brand will need to be subordinate. <p>Previously EH and LBC had required that no imagery was visible on the exterior of the building and JC Decaux had developed a two skin panel system to meet this requirement. LBC did not object to the proposed panel system for displaying the adverts, should all other issues be satisfied. They would require details of the fixing techniques and a method statement for installation and removal.</p> <p>Having viewed the montage produced by JCD it was suggested to LBC that the blank external elevations 'close down' the station rather than welcome people. It was suggested that the external facing skin therefore be used to celebrate the Olympics at St Pancras and act as a focal point.</p> <p>LBC were not averse to this idea however it again depended on content.</p> <ul style="list-style-type: none"> • JCD were to draft design guidelines which they would require the advertiser to comply with. • LBC agreed to comment on / contribute to the design guidelines. <p>It was agreed that JC Decaux would set out an argument justifying the use of the space and demonstrating how the content will be controlled for presentation at the next meeting.</p>	<p>HS1/JCD</p> <p>LBC</p> <p>HS1/JCD</p>
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