

# KING'S CROSS CONSERVATION AREA ADVISORY COMMITTEE

Chair: Ernest James, 21 Antrim Mansions, London NW3 4XT, 020-7722-0990

Seonaid Carr  
Development Control  
London Borough of Camden  
Camden Town Hall  
London WC1H 8EQ

18 Dec 2014

BY E-MAIL

Dear Ms Carr

**Kings Cross Central, Building B5, 4 Pancras Square, London N1C 4AG**  
**Application ref: 2014/6968/P**

The King's Cross CAAC objects to the appearance of this building as seen from the north.

This façade will be a major player in the evolving parade of office blocks along Goods Way, which will effectively form the south side of Granary Square and so be unusually exposed to view. The visualisation shows that its effect will be particularly disharmonious.



*Figure 41: Illustrative CGI view of the Buildings B6, B5 and B5 combined 'elevation' on Goods Way, across Granary Square, from the Granary Building*

Despite assertions to the contrary in the Urban Design Report, there is little coordination from this direction between this building and those to either side. Our concern is not with the relatively superficial differences in colour but with levels, intervals and grain. It conflicts with its neighbours in composition and 'shoulder height', without being sufficiently dominant to stand its ground. No attempt is made to manage the awkward changes of key that occur between them.

Also the architectural challenge of the acute angle at the building's north-east corner (which is shown deceptively in this visualisation) is not acknowledged or addressed.

The lengthy 'Responses to Design Guidelines' in the Urban Design Report seek everywhere to praise the proposals while avoiding or explicitly denying the issues we raise here.

All this is most unfortunate, as this prominent view must become willy-nilly one of the signatures of the Kings Cross Central development.

What we think is needed, to rescue this disaster, is to dehomogenise the northern façade, breaking it down in one way or another so as to pull attention away from the abrupt transitions at its edges and create something either bolder or more subtle in the middle. It will require an architectural approach additional to that which has been deployed on the other façades. In the right hands this could create something artistically exciting, instead of the present acute discomfort in the juxtaposition of the buildings.

We therefore ask for approval of the present application to be withheld.

As a subsidiary point, we find Townhend's landscaping of Pancras Square disappointing and timid.

Yours sincerely

Malcolm T. Tucker

for the King's Cross CAAC

cc Robert Evans, Argent