Gentet, Matthias

From: Ben Olney <Ben.Olney@highspeed1.co.uk>

Sent: 06 July 2016 16:31 **To:** Gentet, Matthias

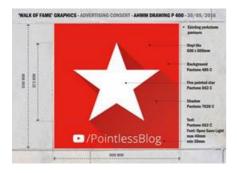
Cc: Powell, Antonia; Brady, Claire (Claire.Brady@HistoricEngland.org.uk); Josie Murray;

Wendy Spinks

Subject: 2016/3216/A - Vinyl Stickers on Pancras Road

FAO Matthias Gentet

Matthias, HS1 has been made aware of the current application by Google to place vinyl stickers on the pavement in Pancras Road.



Having reviewed the detail of the application we feel that this would be a dangerous precedent and not one that is entirely consistent with the values of the Conservation area.

The area is important as it retains a robust industrial, mostly Victorian character with the most dominant elements being the two Grade I listed stations, the Great Northern Hotel, the German Gym and Stanley Buildings. The proposed location for the advertising is adjacent to the deck extension to St Pancras, which together with the buildings on the east side creates a framed view south towards this most important grouping of railway buildings in Britain. The deck extension and the new structures on Pancras Road are all constructed in materials that resonate with the historic context of the area, being glass steel and concrete in colours and finishes that complement the historic building materials. The introduction / installation of vinyl advertisements on the paving – all of high quality York stone – diminishes and conflicts with the values of the Conservation Area.

We believe that the view of passengers arriving at St Pancras will be negatively impacted by the installation of the pavement vinyl through the creation of an incongruous appearance to the streetscape which will deteriorate in quality over time. It also sets an unwelcome precedent for this form of marketing/advertising on the streets of Camden/London.

Kind regards

Ben

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