

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

Ben Olney | Planning & Consents Manager

T: +44 20 7014 2722

M: +44 7703 673 920

E: Ben.Olney@highspeed1.co.uk

Safety is no accident - we all play our part

CONFIDENTIALITY NOTICE

This communication contains information, which is confidential and may also be privileged. It is for the exclusive use of the intended recipient(s). If you are not the intended recipient(s) please note that any distribution, copying or use of this communication or the information in it is strictly prohibited. If you have received this communication in error please notify us by e-mail, by telephone (020 7014 2700) or by facsimile on (020 7014 2701). Please then destroy or delete the e-mail or facsimile and any copies of it. This communication is from HS1 Limited whose principal office is at 12th Floor, One Euston Square, 40 Melton Street, London, NW1 2FD.

HS1 Limited, Registered in England: 12th Floor, One Euston Square, 40 Melton Street, London, NW1 2FD. Company number 03539665.

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

We are the public body that looks after England's historic environment. We champion historic places, helping people to understand, value and care for them, now and for the future.
Sign up to our newsletter to keep up to date with our latest news, advice and listings.

HistoricEngland.org.uk Twitter: @HistoricEngland

This e-mail (and any attachments) is confidential and may contain personal views which are not the views of Historic England unless specifically stated. If you have received it in error, please delete it from your system and notify the sender immediately. Do not use, copy or disclose the information in any way nor act in reliance on it. Any information sent to Historic England may become publicly available.

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>
