

Gentet, Matthias

From: Ben Olney <Ben.Olney@highspeed1.co.uk>
Sent: 12 September 2016 14:46
To: Gentet, Matthias
Cc: Josie Murray; Powell, Antonia; Brady, Claire (Claire.Brady@HistoricEngland.org.uk)
Subject: 2016/4603/A - Town Hall Annexe Euston Road/ Argyle Street London WC1H 9JE
Attachments: HS1 comments on Camden application 2016 4603 A.PDF

Dear Matthias,

I'm writing on behalf of HS1 to object to the above mentioned advertisement application.

The proposed advertisement would be readily visible from within the station and to arriving EIL passengers it would be framed by the eastern arch and would become the termination view for people looking and walking through the station and arch and out onto the forecourt. The proposed commercial advertisement would have a negative visual impact on the views through and out of St Pancras Station. The eastern arch is of exceptional architectural and historic interest, being an original major exit point through the station designed as a monumental arch within the main elevation of the hotel building. It would thus be read in the context of the station architecture and would have a negative visual impact on the Grade 1 listed building.

Although the proposed advert is located within a dense urban area there are no other comparable bill board style advertisements located within the Conservation Area and thus the introduction of an advert of this scale would in our opinion have a detrimental effect on the setting of the listed Town Hall, St Pancras Hotel and St Pancras Station and the character of the Conservation Area.

The attached document is our interpretation of the resultant view from the Eastern Arch.

Kind Regards

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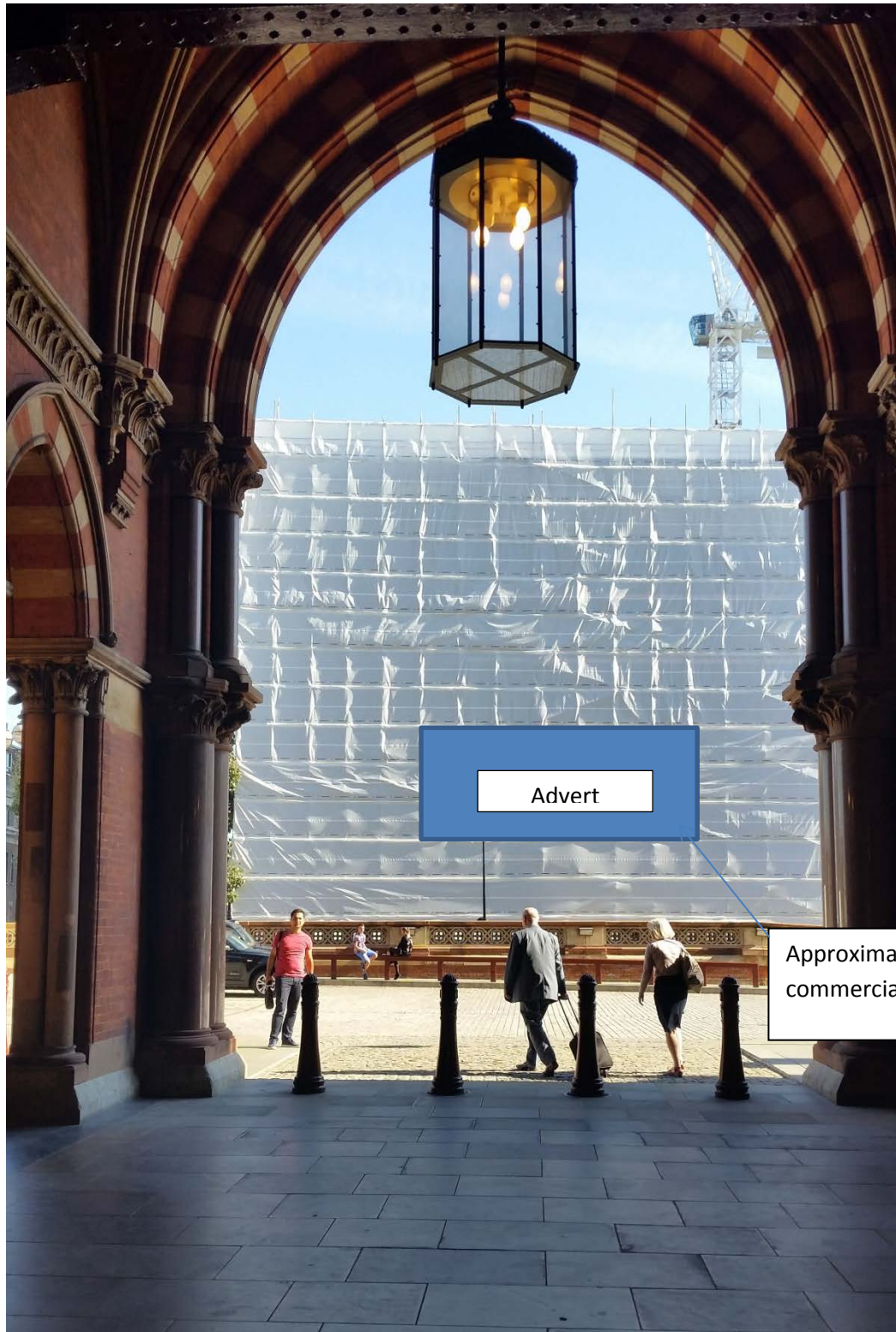
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Proposed commercial advertisement framing the view through the Eastern Arch of St Pancras Station



Approximate location of proposed commercial advertisement

View from within St Pancras Station and from platforms.

The proposed commercial advertisement would have a negative visual impact on the views through and out of St Pancras Station. The eastern arch is of exceptional architectural and historic interest being an original major exit point through the station designed as a monumental arch within main elevation of the hotel building.