



Subject: 2018/2165/A Kings Cross Square

Dear Charles, On behalf of HS1 Ltd (who manage and operate St Pancras International station, I would like to object to the proposed development in Kings Cross Square.

The proposal to install two permanent digital screens 60m x 6.5m and 27m by 4.5m on Kings Cross Square is completely inappropriate in this location given the close proximity of two Grade I listed buildings and a range of Grade II listed buildings. The vent shaft structures were carefully designed to a high standard to fit within the setting of these listed buildings with the minimum visual intrusion, given their technical operational requirements. They were designed to be as discrete as possible and designed to a high standard to reflect the importance of their location. The proposal to install illuminated digital screens on these structures has the effect of drawing undue attention to these structures, the screens and their content to the detriment of the listed buildings and their settings.

The proposed location is at the heart of the Kings Cross Conservation Area, situated within a set piece of Victorian Industrial architecture defined by St Pancras and Kings Cross stations, both Grade I listed with the adjacent listed Great Northern Hotel and views along Pancras Road to the German Gymnasium and Stanley Buildings (all Grade II). *Together this group reflects the power of the Railway age and is of notable historic value* (Kings Cross Conservation Area Statement). This area is unique, and through the St Pancras, Kings Cross and Kings Cross Central developments has been carefully managed to keep street furniture, advertising and modern interventions to the absolute minimum and allow the architecture of this exceptional area to be seen and appreciated. The view north from Euston Road is particularly important both physically and visually as it acts as a gateway, an invitation to the richness beyond. The views from the north and east along the east elevation of St Pancras with its prominent red brickwork and repeating arches are particularly important in providing a frame to this busy but layered urban realm. The view down Pentonville Road to St Pancras is a particularly important view of the relationship of the two Grade I listed stations and the Great Northern hotel. The visualisation below provided by the applicant demonstrates how the proposed advertising would detract from the setting of this group.



As a busy area there are multiple demands on the public realm in terms of highway signs, public transport provision including air vents, Legible London signage and other essential street furniture. These have in the main been designed to fit within the space and not compete with the adjacent listed buildings. The proposal to install the two very large illuminated digital screens on the two vent shaft structures adjacent / in close proximity to the listed building does not contribute positively to the environment or the setting of the listed building. Their proposed location, size and height and the use of moving illuminated digital images will fundamentally change the nature of the public realm, the views of the listed St Pancras, and will exacerbate the already compromised lines of sight both north towards St Pancras International and the commanding presence of the clock tower of the former Midland Grand hotel. The scale of the proposal is out of proportion to its setting. It will add visual clutter to the public realm and interrupt views from Kings Cross Square across to St Pancras. The public benefit for proposing the installation of these two screens is not clear and would in the opinion of HS1 have a detrimental and harmful effect on the setting of the Grade I listed St Pancras Station.

Kind Regards



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