



Dear Mr Thuaire,

Members of the Kings Cross Conservation Area Advisory Committee have been made aware of planning application no. 2018/2165/A, relating to the proposal for huge digital advertising screens to be inserted around the two large ventilation shafts in front of the station in Kings Cross Square. The members were surprised that this item was even put out for consultation as it is the most outrageous set of developments that they think they have ever received, and we object strongly.

Kings Cross and St Pancras stations have received international attention and acclaim for the thoughtful, detailed and meticulous attention given to the workmanship of a restoration that took several years and a huge effort by architects, planners and engineers to cope with all the planning needs of the area when the two stations were rehabilitated in order to display their former glory. An immense effort went into ensuring that the colours, texture and use of materials were appropriate. The designation of the two stations as Grade 1 listed buildings has been further recognised by the traveling public who voted recently on the most attractive stations in the UK, and put St Pancras and Kings Cross as numbers 1 and 2 on their list. On this basis, the proposal to wrap these two carefully designed shafts in gaudy primrose-yellow would normally be seen as an April Fool's Day joke.

The screen dimensions are set out in metres, not in feet, which means that they would reach to the tops of both shafts, thus covering a good proportion of the circular one by the main underground entrance, and the whole circumference of the larger, oval one next to Pancras Road. The visualisations show them with a garish primrose colour, yet the displays can be expected to be brightly coloured, and in motion at least part of the time, creating strong visual 'noise'. They would be displacing the dark-grey finned surfaces of the present cladding which blends well with the dark-grey paving of the square, and is subtly modeled to minimise the impact of the shafts on the neighbouring architecture. The proposed scheme will do, therefore, everything possible to counter years of careful work by culturally sensitive experts and by Camden planners.

The supporting documentation makes much of the proposed pollution-absorbent backing of the screens. It is inconceivable, however, that any significant proportion of the air of the neighbourhood will actually come into contact with the material, so the effect on the air quality of Euston Road will be wholly insignificant. The point is merely a gimmick designed to distract.

We trust that this proposal will be rapidly and unanimously rejected by your committee who have shown such discernment in relation to these two stations over many years.

Yours sincerely,

Jean Burnett

Vice-Chair, Kings Cross Conservation Area Advisory Committee.