



# GLIAS

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Greater

London Industrial Archaeology Society

Charles Thuaire  
Planning Department  
London Borough of Camden  
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14 June 2018

Dear Mr Thuaire

**Planning Application 2018/2165/A**  
**Kings Cross Square, Euston Road, London N1C 4TB – Illuminated Signs**

We came across a notice for this application with some disbelief. The proposed 'Display of two internally illuminated digital media screens (4m high x 27m wide and 6.5m high x 60m wide) on circular and oval ventilation shafts respectively' would be an assault on the settings of the two Grade I listed station buildings and their world-wide architectural appreciation, therefore totally unacceptable.

The huge screens would occupy much of the surface of these large shafts, and their inevitably 'loud' colour and motion would completely change the feeling of the square, for the worse. The architects Stanton Williams and doubtless your own department applied a great deal of thought to the simple forms and dark grey, finned texturing of these towers, so as to tone down their intrusive size and blend them with the square's grey granite paving. The scheme would destroy all that.

The proposal of a pollution-absorbing backing for the screens appears disingenuous. It is not credible that the air of the neighbourhood could pass into contact with this material in such quantities as to influence the air quality of Euston Road. While, if it the intention is to capture dust rising from the Tube tunnels, that will surely clog up the system.

We hope you will recommend this application's rejection.

Yours sincerely,

Malcolm T Tucker  
Engineering Historian  
Voluntary Caseworker for the Greater London Industrial Archaeology Society.