



KING'S CROSS
CONSERVATION AREA
Advisory Committee

40 Argyle Square
King's Cross
LONDON
WC1H 8AL

8th April 2025

2025/1046/L

Nick Baxter
LB of Camden
5 Pancras Square
King's Cross
LONDON
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**Formal Objection to Retention of 5 neon signs (retrospective) at the St Pancras Renaissance Hotel
Euston Road London NW1 2AR**

This objection is submitted on behalf of the Kings Cross Conservation Area Advisory Committee. We would like to object to the above application on the grounds of causing unacceptable harm to the significance of the Grade 1 listed building and the Kings Cross Conservation Area.

Relevant Planning Policy

Policy D4 Design of the Camden Local Plan 2017: *The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.*

We believe that the neon signs detract from and dominate the fine details of the host listed building. This causes harm to its special architectural and historic interest and negatively impacts the character of the surrounding conservation area and the setting of adjacent listed buildings.

Policy D2 Heritage of the Camden Local Plan 2017: *'The Council will not permit development that results in harm that is less than substantial to the significance of a designated heritage asset unless the public benefits of the proposal convincingly outweigh that harm.'* This is a position corroborated by the NPPF.

Neon advertising is not a public benefit.

Conclusion

We believe that the proposal should be considered inconsistent with the statutory duty to preserve and enhance the special interest of King's Cross CA, and to preserve and enhance the nationally listed building. Therefore, we recommend that this application is refused

King's Cross Conservation Area
Advisory Committee