



Historic England

Mr Nick Baxter  
London Borough of Camden  
Development Management  
Town Hall  
Judd Street  
London  
WC1H 9JE

Direct Dial: 0207 973 3777

Our ref: L01590643

17 April 2025

Dear Mr Baxter

### **Arrangements for Handling Heritage Applications Direction 2021**

#### **ST PANCRAS RENAISSANCE HOTEL EUSTON ROAD LONDON NW1 2AR Application No 2025/1046/L**

Thank you for your letter of 31 March 2025 regarding the above application for listed building consent.

The application proposals are the same as those previously submitted under listed building consent application reference 2024/4301/L, which was subsequently withdrawn. Both applications relate to the installation of 5 neon 'signs'.

I attach a copy of our response to that letter.

We note that the main difference between the withdrawn application and the current application is greater emphasis by the applicants that the proposed signs are works of art. Regardless of whether these installations are signs or works of art, our views on the impact of the proposals on the significance of the buildings remains unchanged and we consider them to cause a high degree of harm.

Historic England therefore objects to this current application for retention of the signs and recommends that your authority refuses listed building consent and recommends that you request removal of the five unauthorised signs from the building, or pursues enforcement action, as necessary.

If your authority does not agree with the above recommendation, please contact us to discuss this matter further. Please note that we have not issued authorisation paperwork for the Secretary of State's approval. You will therefore not be able to determine approval of this application at this time.

Yours sincerely



4TH FLOOR, CANNON BRIDGE HOUSE, 25 DOWGATE HILL, LONDON EC4R 2YA

Telephone 020 7973 3700  
[HistoricEngland.org.uk](http://HistoricEngland.org.uk)

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