

Application ref: 2025/1046/L
Contact: Nick Baxter
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Date: 7 May 2025

Development Management
Regeneration and Planning
London Borough of Camden
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Richard Griffiths Architects
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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Refused and Warning of Enforcement Action to be Taken

Address:
St Pancras Renaissance Hotel
Euston Road
London
NW1 2AR

Proposal: Retention of 5 neon signs (retrospective).

Drawing Nos: Site plan, location plan, 272M L103, 272M L102, 272M L101, design, access and heritage statement, 272M L203, 272M L202, 272M L201

The Council has considered your application and decided to **refuse** listed building consent for the following reason(s):

Reason(s) for Refusal

- 1 The signage, by reason of its impact on the historic appearance and architectural composition of the facade of the grade-I-listed station is harmful to its special interest, and also to the character and appearance of the King's Cross St Pancras Conservation Area, contrary to policies D1 (design), D2 (heritage) and D4 (advertisements) of the London Borough of Camden Local Plan.

Informative(s):

1 ENFORCEMENT ACTION TO BE TAKEN

The Director of Culture and Environment will instruct the Borough Solicitor to issue a Listed Building Enforcement Notice alleging a breach of planning control.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer