

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		22 May 2025	
		N/A / attached		<b>Consultation Expiry Date:</b>		27 April 2025	
<b>Officer</b>				<b>Application Number(s)</b>			
Nick Baxter				2025/1046/L			
<b>Application Address</b>				<b>Drawing Numbers</b>			
St Pancras Renaissance Hotel, Euston Road, London NW1 2AR				Refer to decision notice.			
<b>Proposal(s)</b>							
Retention of 5 neon signs (retrospective).							
<b>Recommendation(s):</b>		Refused and warning of enforcement action to be taken					
<b>Application Type:</b>		Listed Building Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
<b>Summary of consultation responses:</b>		<p>The application was publicised by site notice until April and by press notice until 27 April.</p> <p>Historic England objected, writing that the signage had “a high degree of impact on the architectural significance of the grade-I-listed building”.</p> <p>A resident objected, writing that the signage was garish and out of keeping.</p>					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		<p>King’s Cross CAAC objected on the grounds that the signage “detracts from and dominates 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”.</p> <p>The Bloomsbury Residents’ Action Group objected on the grounds that the signage was garish and inappropriate.</p> <p>.</p>					

## Site Description

The site is the portico of a Gothic railway station of 1876, listed grade I and making a positive contribution to the King's Cross St Pancras Conservation Area. St Pancras was the terminus of the Midland Railway and when built was the largest station roof in the world without internal supports. In terms of both architecture and engineering, it has claim to be Britain's most impressive station.

## Relevant History

**EN24/0874** "Unauthorised signage in the western porch of the St Pancras Hotel", 21 November 2024  
**EN24/0875** "Complainant suggests that the newly installed neon light affects the appearance of the building and may violate Listed Building conditions", 21 November 2024  
**2024/4301/L** 5 neon signs, hung from the existing tie bars of the Portico and lit by the existing wiring in a reversible manner (retrospective). Withdrawn by applicant, 4 December 2024

## Relevant policies

Local Plan 2017  
D1 Design  
D2 Heritage  
D4 Advertisements  
King's Cross Conservation Area Statement  
NPPF 2024  
London Plan 2021  
Camden Planning Guidance: Advertisements March 2018

## Assessment

The applicant has installed without consent five advertisements on the east, south and west faces of the portico. An advertisement consent application was requested but has not been submitted.

Drawings do not appear to have been submitted of the eastern elevation, but works to this are included in this refusal. The western and eastern signs say BAR DINING, while the southern ones say THE MIDLAND GRAND and GOTHIC BAR, all in stylised capital letters formed from internally illuminable tubular forms. A central sign depicts an animated cartoon dragon.

The station's elevations, by virtue of its original purpose, its grand character and its highly formal composition, offer no acceptable position for advertising of this nature, whether illuminated or not. The display of this material in so prominent a position is therefore inappropriate and harmful. Before the addition of the signage, the unaltered elevations allowed appreciation of the building in its original condition, as built almost 150 years ago, to the design of George Gilbert Scott.

The applicant has sought to argue that the work is "art". However, given the fact that the material principally takes the form of text describing services that are available within the premises, it clearly is advertising. Even if the signage were art, its presence in this position would be inappropriate.

In determining this application, the council has had special regard to the desirability of preserving the character and appearance of the Conservation Area, and the listed building, its setting, and its special interest. Paragraph 215 of the NPPF states in this regard that 'Where a development proposal will lead to less-than-substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including, where appropriate, securing its optimum viable use'.

In this case, it is considered that there are no public benefits that would outweigh the less-than-substantial harm identified above.

The signage is harmful to the special interest of the grade-I-listed building by reason of its impact on its appearance, and is harmful 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.

**Recommendation** – that listed building consent be refused and that the Borough Solicitor be instructed to issue a Listed Building Enforcement Notice under Section 38 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 and officers be authorised in the event of non-compliance with the notice to prosecute under section 42 of the said Act, or appropriate power and/or direct action under section 178 in order to secure cessation of the breach.

The notice shall allege the following breaches of planning control:

Installation of 5 neon signs at ground floor level on the east, south and west faces of the portico on the corner of Euston Road and Midland Road.

What you are required to do:

1. Permanently remove all the 5 neon signs including all their fixtures and fittings.
2. Removal all resultant debris and make good any damage caused as a result of the above works with materials to match.

PERIOD OF COMPLIANCE: 1 Month

REASONS WHY THE COUNCIL CONSIDER IT EXPEDIENT TO ISSUE THE NOTICE:

The neon signage by reason of its scale, design, location and method of illumination is harmful to the special interest of the grade-I-listed building by reason of its impact on its appearance, and is harmful 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.