

Application ref: 2024/4756/A  
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Date: 30 December 2024

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
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Cohanim Architecture  
207 Regent Street  
3rd Floor  
London  
W1B 3HH  
United Kingdom

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### Advertisement Consent Refused

Address:  
**56 Warren Street**  
**London**  
**W1T 5NP**

Proposal:

Display of 1 x externally illuminated fascia sign and 1 x non-illuminated projecting sign.  
Drawing Nos: 420-01-A002-5; 420-01-A004-4; 420-01-A003-4; 420-01-A001-4; Location plan; Design, Access and Heritage Impact Statement dated 03/10/2024 prepared by Cohanim Architecture.

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

Reason(s) for Refusal

- 1 The proposed fascia signage, by reason of the detailed design and inappropriate illumination, are considered to be out of character with the host Grade II listed building, the setting of other nearby Grade II listed buildings and the Fitzroy Square Conservation Area and therefore, causes detrimental harm to the appearance and significance of the host listed building and the wider conservation area, contrary to Policies D1 (Design), D2 (Heritage), and D4 (Advertisements) of the London Borough of Camden Local Plan 2017, the London Plan 2021 and National Planning Policy Framework 2024.

Informative(s):

- 1 If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate ([inquiryappeals@planninginspectorate.gov.uk](mailto:inquiryappeals@planninginspectorate.gov.uk)) at least 10 days before submitting the appeal. Further details are on GOV.UK.

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>

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer