

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		30/12/2024			
		N/A / attached		<b>Consultation Expiry Date:</b>		08/12/2024			
<b>Officer</b>				<b>Application Number(s)</b>					
Gary Wong				i) 2024/4422/P ii) 2024/4443/L iii) 2024/4756/A					
<b>Application Address</b>				<b>Drawing Numbers</b>					
56 Warren Street London W1T 5NP				Refer to draft decision notice.					
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>			
<b>Proposal(s)</b>									
i) 2024/4422/P for "Alterations to shopfront and front steps and installation of an awning." ii) 2024/4443/L for "Alterations to shopfront and front steps, installation of an awning, removal of existing signages, and display of 1 x externally illuminated fascia sign and 1 x non-illuminated projecting sign." iii) 2024/4756/A for "Display of 1 x externally illuminated fascia sign and 1 x non-illuminated projecting sign."									
<b>Recommendation(s):</b>		i) Refuse full planning permission. ii) Refuse listed building consent. iii) Refuse advertisement consent.							
<b>Application Type:</b>		i) 2024/4422/P Full Planning Permission ii) 2024/4443/L Listed Building Consent iii) 2024/4756/A Advertisement Consent							
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice							
<b>Informatives:</b>									
<b>Consultations</b>									
<b>Adjoining Occupiers:</b>		No. of responses		00		No. of objections		00	
<b>Summary of consultation responses:</b>		No response was received.							

## Site Description

The application site comprises of a 4-storey building with a commercial unit at ground floor and residential units above. It is located on the north side of Warren Street within the Fitzroy Square Conservation Area. The application building, No.56 Warren Street, is one of a long terrace of houses built c.1792 of which the eastern end and No.56 itself are Grade II listed buildings.

## Relevant History

### Application site (No.56 Warren Street)

8402076 & 8470304 - Installation of a new shopfront. ^ (As shown on drawing numbered SK7A). – Granted Full Planning Permission and Listed Building Consent on 30/01/1985

8470323 & 8480251 - (i) Display of an externally illuminated fascia sign ^ measuring 2.5m x 0.3m. ^ (ii) Display of an internally illuminated projecting ^ box sign measuring 0.94m x 0.94m at a height of ^ 2.6m above pavement level. – Granted Advertisement Consent and Listed Building Consent on 30/01/1985

AD1024 - The display of a double-sided illuminated projecting box sign measuring 2'3" by 1'6" by 55/8" consisting of white perspex panels with blue letters and mounted at the side of the existing fascia sign. – Refused on 06/02/1979

AD957 - The display of a double sided internally illuminated projecting box sign measuring 711 millimetres by 457 millimetres by 203 millimetres mounted on the side of the fascia at a height of 2.62 metres above ground with a total projection of 1.1 metre. – Refused on 23/11/1978

AD/637 - The display of an internally illuminated fascia panel measuring 2.3m x 0.6m and an internally illuminated, double-sided, projecting box sign, measuring 0.9m x 0.9m to be located to the right of the fascia panel. Both signs to be fixed at a height of 4.3m above pavement level. – Granted permission on 28/07/1977

AC.1102/B/P1 - A fascia sign, lettered "B. BLINKERS LTD." in blue perspex on an opal white perspex panel, internally illuminated. Height 2'0", length 8'0" and overall height 10'0". – Granted permission on 23/12/1964

AC.1102/A/P1 - A double-sided projecting sign, lettered "LICENSED BETTING OFFICE" in blue perspex on a white perspex panel, internally illuminated. Height 2'0", length and projection 3'0" and overall height 13'0". – Granted permission on 10/01/1962

### Neighbouring sites

#### *55 Warren Street*

9400951 - Installation of a new shopfront. as shown on drawing number 372/1D and revised by letters dated 8th September 1994 and 7th November 1994. – Granted Full Planning Permission on 25/11/1994

9401264 - The erection of a fourth floor roof extension and alterations in connection with the provision of two self-contained studio flats and three one-bedroom self-contained flats as shown on drawing numbers 377/1 2 3 and 4. – Granted Full Planning Permission on 25/11/1994

#### *54, 57, 59, 62 Warren Street*

8701938 - Change of use works of conversion alteration and extension associated with the formation of:- No 54 Warren Street: Retail/light industrial workshop unit on the ground and basement floors and a self- contained flat on each of the first second enlarged third and new fourth floors. No 57 & 59

Warren Street: Retail/light industrial workshop unit on the ground and basement floors and a self-contained studio flat on the first floor and a self-contained maisonette on the second and third floors. No 62 Warren Street: Retail/light industrial workshop unit on the basement floor and a self-contained maisonette on the ground/first floors and second/third floors (two in total) as shown on drawing numbers 149/54WS/01 02A 03A 04-08 149/57WS/01-05 149/59WS/01-05 149/62WS/01-05 and 8 X unnumbered (survey) - Granted Full Planning Permission on 04/11/1987

8770274 - Works of alteration partial demolition of existing roofs extension and restoration associated with the change of use and conversion of 54 57 59 & 62 Warren Street to provide four retail/light industrial workshop units and ten self-contained residential units as shown on drawing numbers 149/54WS/01 02A 03A 04-08 149/57WS/01-05 149/59WS/01-05 149/62WS/01-05 and 8 x unnumbered (survey) drawings revised by undated letter received on 23rd October 1987 - Granted Listed Building Consent on 04/11/1987

## **Relevant policies**

### **National Planning Policy Framework (2024)**

### **The London Plan (2021)**

### **Camden Local Plan (2017)**

- **A1 Managing the impact of development**
- **D1 Design**
- **D2 Heritage**
- **D3 Shopfronts**
- **D4 Advertisements**

### **Camden Planning Guidance**

- **CPG Amenity (2021)**
- **CPG Advertisements (2018)**
- **CPG Design (2021)**

### **Fitzroy Square Conservation Area Appraisal and Management Strategy (2010)**

## Assessment

### 1. The proposal

#### 1.1. The proposal seeks permission for the following:

- 2024/4422/P for “Alterations to shopfront and front steps and installation of an awning.”
- 2024/4443/L for “Alterations to shopfront and front steps, installation of an awning, removal of existing signages, and display of 1 x externally illuminated fascia sign and 1 x non-illuminated projecting sign.”
- 2024/4756/A for “Display of 1 x externally illuminated fascia sign and 1 x non-illuminated projecting sign.”

### 2. Assessment

#### 2.1. The planning considerations material to the determination of this application are as follows:

- Design and Heritage
- Amenity

### 3. Design and Heritage

3.1. Policy D1 states that the Council will seek to secure high quality design in all cases. This policy states that in order to demonstrate high quality, developments should meet several criteria including: respecting local context and character; being sustainable and durable; and comprise details and materials that are of high quality and complement the local character. It continues to state that the Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area. Policy D2 states that the Council will preserve and, where appropriate, enhance Camden’s heritage assets and their settings, including listed buildings and conservation areas. Policy D3 mentions the Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. If a shopfront is replaced or altered, the design should respect the characteristics of the building and where appropriate, shopfront windows and framework features, such as pilasters, fascias and console brackets, should be retained or restored. Policy D4 requires 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.

3.2. Design CPG states that it is important that new shopfronts and alterations to existing shopfronts are sensitively designed and do not detract from the character of the host building or the surrounding area. Insensitive alterations to existing shop fronts and poorly designed shopfronts in new buildings can erode the character of existing frontages and the local area. Advertisements CPG takes into account the character and design of the property, the appearance of its surroundings and the external fabric of the host building.

3.3. Fitzroy Square Conservation Area Appraisal and Management Strategy states that inappropriate and poorly designed shopfronts detract from the character and appearance of the Conservation Area. The quality and design of new shopfronts shall respond sensitively to their historic setting and importantly, the building frontage as a whole.

3.4. Sections 16, 66, and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (“the Listed Buildings Act”) provide a statutory presumption in favour of the preservation and enhancement of the character and appearance of conservation areas, and the preservation and enhancement of listed buildings and their settings. Considerable importance and weight should be attached to their preservation. A proposal which would cause harm should only be

permitted where there are strong countervailing planning considerations which are sufficiently powerful to outweigh the presumption.

### Background context of the site

3.5. No.56 Warren Street was listed with a Grade II status on 14/05/1974 according to the official list entry from Historic England. The building was described as a terraced house built since 1792 and re-fronted in late 20<sup>th</sup> century. The building was built with red stock brick with stucco 1<sup>st</sup> floor sill band and had a 20<sup>th</sup> century wooden shopfront in 19<sup>th</sup> century style of projecting bay with pilasters supporting entablature. There was a round-arched doorway with radial fanlight and panelled door to the left.

3.6. The planning history of No.56 Warren Street appears to show a more basic form of shopfront with a fascia sign above the shop windows could be traced back before and after the building became officially listed in 1974 under applications AC.1102/B/P1 (in 1964), AD1024 (in 1978) and AD957 (in 1978).

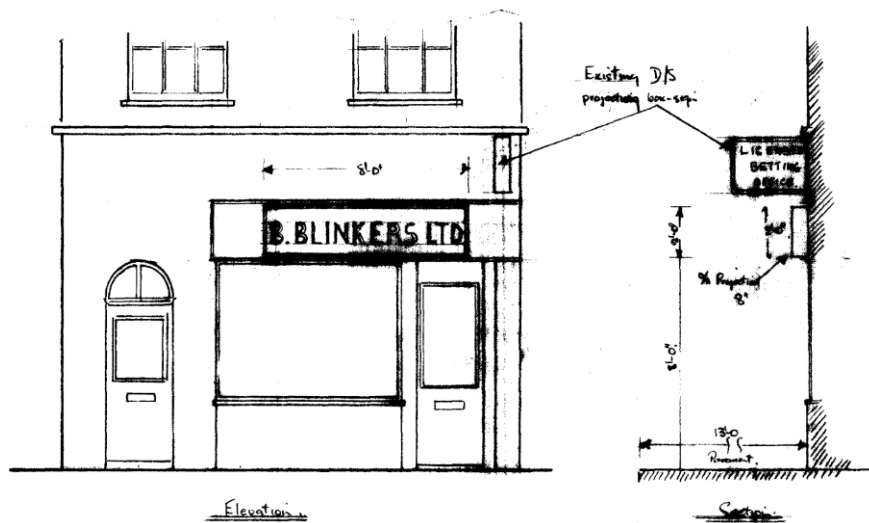


Figure 1 Drawings from application AC.1102/B/P1 in 1964 showing No.56 Warren Street (Source: application AC.1102/B/P1)

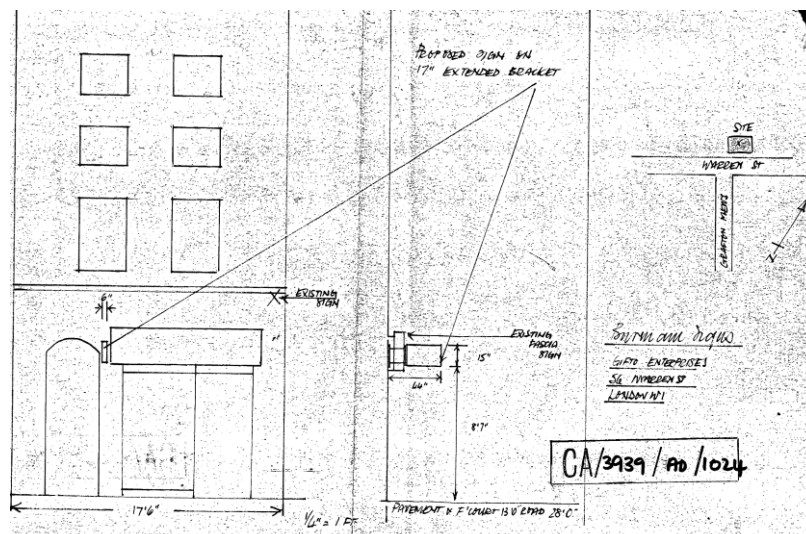


Figure 2 Drawings from application AD1024 in 1978 showing No.56 Warren Street (Source: application AD1024)

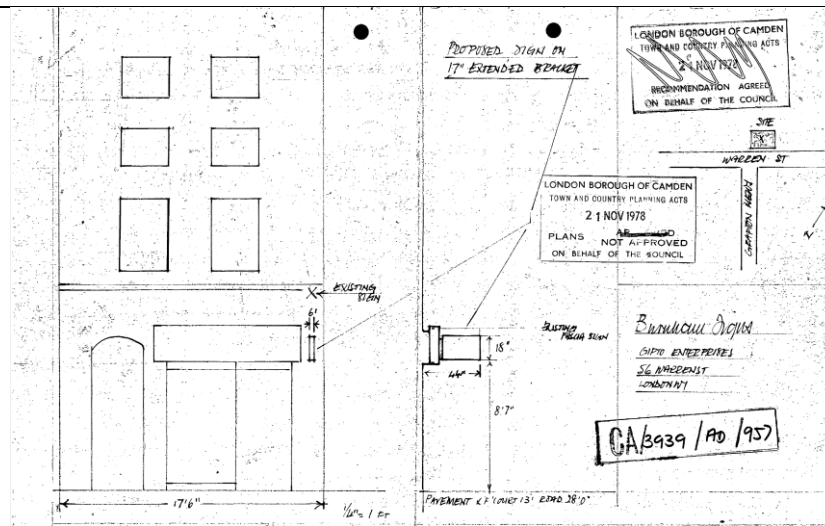


Figure 3 Drawings from application AD957 in 1978 showing No.56 Warren Street (Source: application AD957)

3.7. The planning history shows that consent was granted in 1985 (reference 8402076 and 8470304) for a new shopfront (Figure 4 below). This consented shopfront, however, seems not to have been implemented but an alternative design installed instead, (Figure 5 and 6 below). This existing shopfront has been identified in the Fitzroy Square Conservation Area Appraisal and Management Strategy 2010 as “buildings which detract” due to the inappropriate signage, shop frontage and decoration.

3.8. A planning application reference 8701938 granted planning permission in 1988 for No. 54, 57, 59 and 62 Warren Street appears to imply that either the consented shopfront at No.56 Warren Street had been installed by that time or pre-existing 20<sup>th</sup> century shopfront was still in place (Figure 7 below).

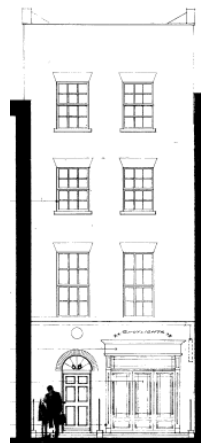
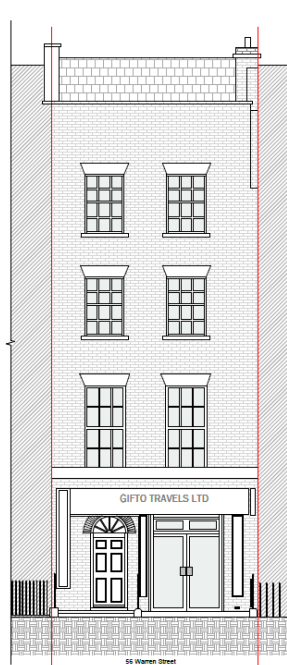


Figure 4 Approved shopfront in 1985 (Source: application reference 8402076)



2 Existing Front Elevation Facing North  
1:50

Figure 5 Existing shopfront (Source: submitted documents)



Figure 6 Existing shopfront at No.56 Warren Street (Source: Google Street View)





Figure 7 Existing elevation drawing in application reference 8701938 (Source: application 8701938)

## Assessment

### *Proposed shopfront alterations*

3.9. According to the conservation area appraisal, the existing shopfront is considered to detract from the appearance and character of the host listed building and the conservation area due to the inappropriate signage, shop frontage and decoration. Compared to the pre-existing shopfronts, the current shopfront still retains its original round-arched doorway with radial fanlight but it is now partly obscured by the banner signage. The panelled door, however, appears to be a modern replacement to the traditional timber shopfront with timber window details and divided sections.

3.10. The current shopfront appears not to benefit from any planning consent and has caused aesthetic harm to the architectural character of the host listed building and the appearance and character along this part of Warren Street. Whilst the current proposal will remove the acrylic sign on the ground and changing the step arrangement, these elements are not sufficient to address the aesthetic harm caused to the listed building. The proposed alterations regrettably will not re-instate any shop windows or stall risers. The proposed replacement aluminium doors are not considered to be in keeping with the appearance and character of the host building, and other ground floor shopfronts such as at No.54, 55 and 57 Warren Street which are commonly featured with traditional timber framed display windows above stall risers. The use of contemporary material (aluminium frame) is considered to be out of character with the general characteristics of other nearby traditional shopfronts which feature timber doors and shop windows above stall risers. The proposed shopfront also continues the harm caused by the current unauthorised shopfront of extending over the original house entrance doorway and obscuring its brick arch. As such, the proposed shopfront alterations with modern replacement doors will result in detrimental visual harm eroding the appearance and character of the host building, the existing streetscape and the wider Fitzroy Square Conservation Area.

### *Proposed awning*

3.11. Retractable awnings are not a common feature within the commercial premises along this part of the street. It appears No.53 Warren Street has an awning but it remains unclear if any consent was obtained. The proposed installation of a retractable awning is not considered appropriate to the listed building. The use of an awning will obscure and undermine the character of a vertical emphasis to the facade along this part of the street and therefore, will



cause unacceptable visual harm to the appearance and character of the host building, the surrounding development and the Fitzroy Square Conservation Area.

### *Proposed signages*

- 3.12. The proposal includes the display of an externally illuminated fascia sign and a non-illuminated projecting sign. Planning history of the site appears to show that No.56 Warren Street would have a fascia sign in a length across and above the previous shop windows and did not bridge over to obscure the historic round-arched doorway. The currently proposed fascia sign would have an excessive length obscuring the historic round-arched doorway, which is considered an existing architectural feature of the shopfront according to the official list entry from Historic England. As such the proposed fascia sign would result in visual harm to the appearance of the shopfront and the streetscape.
- 3.13. Planning history appears to show that other ground floor units along this part of Warren Street such as No.53, 54, 55 and 57 do not currently benefit from any illuminated fascia sign. The proposed externally illuminated fascia sign is not considered to be in character with the adjacent streetscape and the use of illumination would detract from the appearance and character of the host building as well as the nearby traditional timber shopfronts. The proposed illuminated fascia sign would therefore appear incongruous and would not preserve or enhance the appearance and character of the host building and the wider conservation area.

### Conclusion

- 3.14. Overall, the proposed shopfront alterations, installation of an awning and proposed fascia signage, by reason of the detailed design, use of materials, illumination and loss of original architectural features, are considered to be out of character with the host Grade II listed building, the setting of the other nearby Grade II listed buildings and the Fitzroy Square Conservation Area and therefore, causes harm to the appearance and significance of the host listed building and the wider conservation area, contrary to Policies D1, D2, D3 and D4 of the London Borough of Camden Local Plan 2017.

### 4. Amenity

- 4.1. Policy A1 seeks to ensure that development protects the quality of life of occupiers and neighbours by only granting permission to development that would not harm the amenity of neighbouring residents. The factors the Council will consider are visual privacy, outlook, sunlight and daylight and overshadowing.
- 4.2. Given the nature and scale of the proposed works, it is not considered there would be any adverse impacts on the amenity of adjoining residential occupiers in terms of loss of light, outlook or privacy.
- 4.3. The proposal is therefore considered to be in accordance with Policy A1 of the London Borough of Camden Local Plan 2017.

### 5. Recommendation

- 5.1. i) Refuse **full planning permission** for the following reason:

The proposed shopfront alterations and installation of an awning, by reason of the detailed design, use of materials, and loss of original architectural features, 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), D3 (Shopfronts) of the London Borough of Camden Local Plan 2017, the London Plan 2021 and National Planning Policy Framework 2024.

5.2. ii) Refuse **listed building consent** for the following reason:

The proposed shopfront alterations, installation of an awning and proposed signages, by reason of the detailed design, use of materials, inappropriate illumination and loss of original architectural features, are considered to be out of character with the host Grade II listed building and therefore, causes detrimental harm to the appearance and significance of the host listed building, contrary to Policy D2 (Heritage) of the London Borough of Camden Local Plan 2017.

5.3. iii) Refuse **advertisement consent** for the following reason:

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.