

Markwick Architects
138 Cherry Orchard Road
Croydon
Surrey
CR0 6BBApplication Ref: **2012/3400/P**
Please ask for: **Victoria Pound**
Telephone: 020 7974 **2659**

6 September 2012

Dear Sir/Madam

DECISIONTown and Country Planning Acts 1990 (as amended)
Town and Country Planning (General Development Procedure) Order 1995
Town and Country Planning (Applications) Regulations 1988**Full Planning Permission Refused**Address:
118 New Oxford Street
London
WC1A 1HNProposal:
Alterations to existing shop front including the installation of new glass doors with roller shutters (Class A1).

Drawing Nos: Site Location Plan; existing drawings 010- 93437 rev B; 011-93437 rev D; 012-93437 rev D; 013 rev F; proposed drawings 100 rev D; 200 rev C; 300 rev B; 400 rev A.

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

Reason(s) for Refusal

- 1 The proposed recessed doorway and roller shutter, by reason of the uncomfortable relationship of the proposed doorway with the architecture of the host building above, and the inappropriate detailed design of the roller shutter, would not preserve the character or appearance of Bloomsbury Conservation Area, contrary to the



London Borough of Camden Local Development Framework Core Strategy, with particular regard to policies CS14 Promoting high quality places and conserving our heritage; and the London Borough of Camden Local Development Framework Development Policies, with particular regard to policies DP22 Promoting sustainable design and construction; DP24 Securing high quality design or DP25 Conserving Camden's heritage, or DP30 Shopfronts.

Informative(s):

- 1 You are advised that a revised proposal which sees the new doors positioned on the existing glazing line, in relation to the curved cornice feature at the ground floor, and which positions any necessary shutter internally, would be more likely to be considered favourably.

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