

Simons Group  
991 Doddington Road  
Lincoln  
East Midlands  
LN6 3AA

Application Ref: **2012/0951/P**  
Please ask for: **Carlos Martin**  
Telephone: 020 7974 **2717**

28 June 2012

Dear Sir/Madam

## **DECISION**

Town 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 and Warning of Enforcement Action to be Taken**

Address:  
**220-224 TOTTENHAM COURT ROAD**  
**LONDON**  
**W1T 7PZ**

Proposal:  
Alterations to shopfront entrance area at ground floor level fronting Tottenham Court Road (Class A1).  
Drawing Nos: Site location plan; 130-020-001; 5442/A1/201\_3; A3/202323; 20.20; 12-021; 12-022; 12-023; 12-030; 12-033; 12-041.

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

#### **Reason(s) for Refusal**

- 1 The proposed new entrance, by reason of its detailed design and inappropriate materials, results in an incongruous addition, detrimental to the character and appearance of the host building and the Bloomsbury Conservation Area, contrary to policy CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and to policies DP24 (Securing high quality design) and DP25 (Conserving Camden's



heritage) of the London Borough of Camden Local Development Framework Development Policies.

## **ENFORCEMENT ACTION TO BE TAKEN**

The Council has authorised the Planning Department to instruct the Borough Solicitor to issue an Enforcement Notice alleging breach of planning control.

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