

Richard Wallis Ltd
4th Floor
219 Long Lane
LONDON
SE1 4PB

Application Ref: **2010/5076/P**
Please ask for: **Carlos Martin**
Telephone: 020 7974 **2717**

6 December 2010

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

Address:

Marlborough House
10 Earlham Street
London
WC2H 9LN

Proposal:

Alterations to ground floor shopfront of Earlham Street, corner and Tower Street elevations of existing shop (Class A1).

Drawing Nos: 010A & 100A.

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

Reason(s) for Refusal

- 1 The proposed shopfronts, by reason of their inappropriate detailed design, would be detrimental to the character and appearance of the host building and the visual amenities of the street scene and as such would fail to preserve or enhance the character and appearance of the Seven Dials (Covent Garden) Conservation Area, contrary to policies CS14 (Promoting high quality places and conserving our



heritage) of the London Borough of Camden Local Development Framework Core Strategy and polices DP24 (Securing high quality design), DP25 (Conserving Camden's Heritage) and DP30 (Shopfronts) of the London Borough of Camden Local Development Framework Development Policies.

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