

Evolve Design Limited
Suite 6
1 West Street
Banwell
North Somerset
BS29 6DA

Application Ref: **2010/3279/P**
Please ask for: **Aysegul Olcar-Chamberlin**
Telephone: 020 7974 **6374**

26 August 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 and Warning of Enforcement Action to be Taken

Address:
112 - 116 New Oxford Street
London
WC1A 1HH

Proposal:
Retention of new shopfront (Class A1).
Drawing Nos: Site Location Map; A2.0 (Storefront Elevations & Signage); A2.1 (Storefront Elevation & Signage); G1.0 (Existing Floor Plan); A4/135025 (Details of lettering); Corner Detail of Wood Planks; and Details of Wood Planks (with projecting sign / logo).

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

Reason for Refusal

- 1 The new shopfront by reason of its inappropriate wooden plank detailing on the front elevation, in terms of design, size, material and texture, appears as an incongruous and obtrusive addition to the building which detracts from the architectural rhythm and form of the original building and the adjacent shopfronts, contrary to policies B1 (General design principles), B4 (Shopfronts, advertisements and signs) and B7 (Conservation areas) of the London Borough of Camden Replacement Unitary



Development Plan 2006.

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