



This matter is being dealt with by:  
A M O'Hara

My reference:  
PT/TP/10724/S/AMO

Mark R Bishop  
Geoffrey Reid Associates  
42 Portland Place  
London W1N 3DG

Your reference:  
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Department of Planning  
and Transportation

Westminster City Hall  
64 Victoria Street London SW1E 6QP

Director: **Sydney F. Sporle**  
Fax. No: 01-798 -

Tel No: 01-798 2450

Date **14 DEC 1989**

Dear Sir

TOWN AND COUNTRY PLANNING ACT 1971

The City Council has now considered the application referred below and REFUSES to approve the reserved matters which you have submitted following the original planning permission for the reasons stated.

SCHEDULE

Application Date: 7.11.89 Date Rec'd: 8.11.89

Registered No: 896102

Plan Nos: 7032-01C, 7032-02C  
7032-03B

Address: 79-87 Chancery Lane, WC2

Proposed Development: Submission of details pursuant to condition 9(i) of the planning permission dated 20 May 1988: Details of shopfronts.

See next page for reasons for refusal.

Yours faithfully,

DIRECTOR OF PLANNING AND TRANSPORTATION

N/TP100

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Reason for Refusal: It is considered that the proposed shopfronts, by reason of their detailed design, would adversely affect the character and appearance of the Strand Conservation area. The proposal would fail to preserve or enhance the character and appearance of the Conservation area.

Informative: The Council would recommend an application with a more simple, unified and restrained approach to the design of the shopfronts. It is suggested that the ~~facia~~ <sup>facade</sup> on each facade is continuous, punctuated only by cornice divisions and shallower than the one proposed in this application.

The door and window designs should be simpler in design and more unified.

The brackets for hanging plants should be smaller and of a more traditional design.

In general the whole proposal should have a more dignified, restrained and harmonious approach in order to blend in with the character of the Conservation area rather than be obtrusive in it.