



Planning and Communications Department

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B. Schlaffenberg Dr Arch (Rome), Dip T P, M T P I
Director of Planning and Communications

Messrs. John Spratley & Partners,
8, Upper Brook Street,
London, W.1.

Date 10 JUL 1972

Your reference MA/UL/3.778/3.1

Our reference OLP/M12/23/A/15273(R)

Telephone inquiries to: Miss Nylo

Ext. 145

Dear Sir(s),

**TOWN AND COUNTRY PLANNING ACTS 1962 to 1968
LONDON GOVERNMENT ACT 1963**

REFUSAL OF PERMISSION TO DEVELOP

The Council, in pursuance of its powers under the above-mentioned Acts and Orders made hereunder, hereby refuses to permit the development referred to in the undermentioned Schedule as shown on the plans submitted.

Your attention is drawn to the Statement of Applicant's Rights set out overleaf.

SCHEDULE

Date of application: 17th March 1972

Plans submitted: Reg. No: 15273(R)

Your No: 3.778 01 to 10 inclusive
(Revised O2A and O5A)

Development:

Redevelopment of the sites of 343-355 (odd) Euston Road and 45-49 (Conser.) Warren Street by erection of an eight storey building with basement car parking, ground floor showroom, first to fifth floors offices and sixth and seventh floors residential.

Reasons for refusal:

1. Proposed development would result in the Council's plot ratio standard being exceeded and would represent overdevelopment of the site.
2. Proposed building would infringe the Council's daylighting standards to the detriment of adjacent premises.
3. The design of the proposed building is considered inappropriate in that its scale, massing and form would be out of keeping with the surrounding area, particularly in its effect upon existing buildings to the south which are included in the Bloomsbury Conservation Area.

Yours faithfully,

Director
(Duly authorised by the Council to sign this document).

All correspondence to be addressed to the Director of Planning and Communications