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Application Ref: **2014/3422/P**
Please ask for: **Charles Rose**
Telephone: 020 7974 **1971**

2 October 2014

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Refused

Address:
114/118 Southampton Row
London
WC1B 5AA

Proposal:
Installation and maintenance of a green living wall and associated external alterations to front facade.

Drawing Nos: 00 020; 00 021; 01 020; 01 021; REP 002; 10 001.

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

Reason(s) for Refusal

- 1 The proposed living wall by reason of its appearance would be detrimental to the character and appearance of the subject building and Bloomsbury Conservation Area contrary to policies: CS14 Promoting high quality places and conserving our heritage; DP24 Securing high quality design; DP25 Conserving Camden's heritage, of the London Borough of Camden Local Development Framework 2011.



In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment