

SF Planning Limited  
12 Royal Crescent  
Cheltenham  
GL50 3DA

Application Ref: **2017/1873/P**  
Please ask for: **Oluwaseyi Enirayetan**  
Telephone: 020 7974 3229

26 May 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Refused**

Address:

**36 - 37 Great Russell Street  
LONDON  
WC1B 3PP**

Proposal:

Erection of four canopies to front elevation at ground floor level.

Drawing Nos: Site location plan (ref:98-001 Rev P01); Block plan (ref:98-100 Rev P01); 00  
- (102 Rev P02, 110 Rev P02) ; Design and Access Statement dated 28th March 2017.

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

#### Reason(s) for Refusal

- 1 The proposed canopies by reason of its siting, scale and detailed design would constitute an incongruous addition resulting in visual clutter and would harm the appearance of the frontage detrimental to the character and appearance of the host building, the surrounding terrace and the Bloomsbury Conservation Area, contrary to Core Strategy Policy CS14 (Promoting high quality places and conserving our heritage) and Development policies DP24 (Securing high quality design); DP25 (Conserving Camden's heritage) and DP30 (Shopfronts) and Policies D1 (Design), D2 (Heritage) and D3 (Shopfronts) of the Draft Camden Local Plan 2016.



Informative(s):

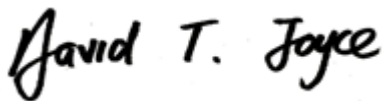
- 1 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.
- 2 You are advised that the projecting signs as shown on submitted drawing reference 00-110 Rev P02 would require advertisement consent.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Director of Regeneration and Planning