

Application ref: 2024/2587/P  
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Date: 22 August 2024

**Development Management**  
Regeneration and Planning  
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Lion House  
3 Plough Yard  
London  
London  
EC2A3LP

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Refused**

Address:  
**122 Finchley Road**  
**London**  
**NW3 5JD**

Proposal:  
Alterations to shopfront

Drawing Nos: 0660-PL-3-001; 0660-PL-3-200; 0660-PL-3-020; 0660-PL-3-300; Cover letter prepared by Black Architecture Limited dated 21 June 2024.

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

#### **Reason(s) for Refusal**

- 1 The proposal shopfront alterations, by reason of its detailed design, materials, form and loss of existing architectural features, is considered to be out of character with the host building and the surrounding area and harmful to the appearance of the host building and the wider area, contrary to Policies D1 and D3 of the London Borough of Camden Local Plan 2017, the London Plan 2021 and National Planning Policy Framework 2023.

#### **Informative(s):**

- 1 If you intend to submit an appeal that you would like examined by inquiry then you

must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2023.

You can find advice about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope  
Chief Planning Officer