

Mr Martin Cropp
Building Design & Surveying
Consultancy
Melrose Farm
Reigate Road
Hookwood
Horley
Surrey
RH6 0AP

Application Ref: **2010/2284/P**

Please ask for: **Elizabeth Beaumont**
Telephone: 020 7974 **5809**

14 July 2010

Dear Sir/Madam

DECISION

Town and Country Planning Acts 1990 (as amended)
Town and Country Planning (General Development Procedure) Order 1995
Town and Country Planning (Applications) Regulations 1988

Full Planning Permission Refused and Warning of Enforcement Action to be Taken

Address:
52 Neal Street
London
WC2 9PA

Proposal:
Retention of aluminium framed shopfront at ground floor level following the removal of the existing timber framed shopfront.
Drawing Nos: 01:A; 10; 11A

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

Reason(s) for Refusal

- 1 The replacement shopfront by reason of its design and materials is detrimental to the character and appearance of the building and the Seven Dials Conservation area contrary to Policies B1 (General design principles), B3 (Alterations and



extensions), B4 (Shopfronts, Advertisements and Signs), and B7 (Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.

ENFORCEMENT ACTION TO BE TAKEN

The Council has authorised the Planning Department to instruct the Borough Solicitor to issue an Enforcement Notice alleging breach of planning control.

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