

Application ref: 2019/3436/P  
Contact: Leela Muthoora  
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**Development Management**  
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Roy Gladwell Design  
101 Coleridge Way  
Borehamwood  
WD6 2AE

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

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

Address:

**335 West End Lane**  
**London**  
**NW6 1RS**

Proposal:

Installation of replacement shopfront, including retractable awning and balustrading to decked area to forecourt of existing restaurant (Class A3).

Drawing Nos: Site location plan, (A-KSF335WELNW6-PP-)01, 02 revB, 03 revB, 04 revA, 05

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

Reason(s) for Refusal

- 1 The installed shopfront, by reason of its inappropriate design and materials, fails to preserve or enhance the character and appearance of the host building, the parade of which it forms a part, and the West End Green Conservation Area, contrary to the provisions of policies D1, D2 and D3 of the Camden Local Plan 2017 and policies 2, 3 and 13 of the Fortune Green and West End Green Neighbourhood Plan 2015.
- 2 The installed balustrade, decking and associated seating area, by reason of its inappropriate design, fails to preserve or enhance the character and appearance of the host building, the parade of which it forms a part, and the West End Green

Conservation Area, contrary to the provisions of policies D1, D2 and D3 of the Camden Local Plan 2017 and policies 2, 3 and 13 of the Fortune Green and West End Green Neighbourhood Plan 2015.

- 3 The installed balustrade, decking and associated seating area, by reason of its location and proximity to residential properties, fails to protect the amenity of neighbours, contrary to policy A1 of the Camden Local Plan 2017.

Informative(s):

- 1 **ENFORCEMENT ACTION TO BE TAKEN**

The Director of Culture and Environment will instruct the Borough Solicitor to issue an Enforcement Notice alleging a breach of planning control.

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 2019.

## **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.

You can find advice about your rights of appeal at:

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

Yours faithfully



Daniel Pope  
Chief Planning Officer