

Application ref: 2020/5841/P  
Contact: Leela Muthoora  
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Date: 1 July 2022

**Development Management**  
Regeneration and Planning  
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SMD ARCHITECTS LTD  
SMD Architects Ltd  
4th Floor, 205 Regent Street  
Mayfair  
London  
W1B 4HB

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:  
**75 Parkway**  
**London**  
**NW1 7PP**

Proposal:  
Replacement timber shop front with aluminium shopfront comprising of bi-folding doors and removal of recessed doorway.

Drawing Nos: Application form; Location Plan (2002-001); 2002-002; 2002-003; 2002-004 RevA; 2002-005 RevA; 2002-006 RevA; 2002-007 RevA; 2002-008 RevA; 2002-009 RevA; 2002-020; 2002-020 A; 2002-030 RevA; 2002-040; 2002-041

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

#### Reason(s) for Refusal

- 1 The removal of the traditional timber shopfront and its replacement with the unauthorised shopfront, by reason of the inappropriate design and materials, is harmful to the character and appearance of the host building, the townscape, the significance of the conservation area, and the setting of the listed building at 81 Parkway, contrary to policies D1 (Design), D2 (Heritage), and D3 (Shopfronts) of the Camden Local Plan 2017.

Informative(s):

## 1 ENFORCEMENT ACTION TO BE TAKEN

Authorisation has been sought to instruct the Borough Solicitor to issue an Enforcement Notice alleging a breach of planning control. You are advised to contact the enforcement team to discuss next steps.

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 2021.

### **ENFORCEMENT ACTION TO BE TAKEN**

The Council has authorised the Planning Department to instruct the Borough Solicitor to issue an Enforcement Notice alleging a 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

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

Daniel Pope  
Chief Planning Officer