

R&R Design  
4 Meadow Close  
Richmond  
Surrey  
TW10 7AJ

Application Ref: **2014/7805/P**  
Please ask for: **Carlos Martin**  
Telephone: 020 7974 **2717**

6 March 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Refused**

Address:  
**22 Heath Street**  
**London**  
**NW3 6TE**

Proposal:  
Alteration to existing shopfront.  
Drawing Nos: Site location plan; 332/LNH/02D; R&R Design and Access Statement.

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

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

- 1 The proposed shopfront, by reason of its detailed design, would fail to preserve and enhance the character and appearance of the host building and the Hampstead Conservation Area, contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 (Securing High Quality Design), DP25 (Conserving Camden's Heritage) and DP30 (Shopfronts) of the London Borough of Camden Local Development Framework Development Policies.



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, appearing to read 'Ed Watson', with a stylized flourish at the end.

Ed Watson  
Director of Culture & Environment