

Application ref: 2018/4156/P
Contact: Leela Muthoora
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Date: 3 April 2019

Development Management
Regeneration and Planning
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SF Planning Limited
12 Royal Crescent
Cheltenham
GL50 3DA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Refused

Address:
168 West End Lane
London
NW6 1SD

Proposal:
Erection of a ground floor rear extension to existing mixed-use retail and cafe (Sui Generis).

Drawing Nos: Revised Acoustic Report 15817.PCR.01 RevA; (3030_PL)00, 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23 RevAK, 24, 25, 26 RevAK;

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

Reason(s) for Refusal

- 1 The proposed extension by reason of its siting, height, bulk and mass would fail to be subordinate to the host building and be out of character for a group of buildings that are unaltered at the rear resulting in harm to the character of the host building and the character and appearance of the West End Green Conservation Area contrary to polices A1 (Managing the impact of growth and development), D1 (Design), D2 (Heritage) of the London Borough of Camden Local Plan and policies (Design & Character) and 3 (Safeguarding and Enhancing Conservation Areas and heritage sites) of the Fortune Green and West Hampstead Neighbourhood Plan 2015.

- 2 The proposed extension, by reason of its size, height and location abutting the neighbouring windows, would result in an increased sense of enclosure, light spill, noise and loss of outlook and daylight and sunlight which would be detrimental to the living and working conditions of neighbouring occupiers, contrary to policy A1 (Managing the impact of development) of the London Borough of Camden Local Plan 2017.

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.

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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer