

Application ref: 2018/4033/P  
Contact: Matthias Gentet  
Tel: 020 7974 5961  
Date: 12 December 2018

**Development Management**  
Regeneration and Planning  
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Mr Ivan Lazzaroni  
Omwide  
No. 2 Durham Yard  
Off Teesdale Street  
London  
E2 6QF

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Refused**

Address:  
**96 Belsize Lane**  
**LONDON**  
**NW3 5BE**

Proposal:  
Installation of a new shopfront.

Drawing Nos: Design and Access Statement (14/08/2018); A0.10 Rev00; A1.00 Rev00;  
A2.00 Rev 00; A3.00 Rev00.

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

#### Reason(s) for Refusal

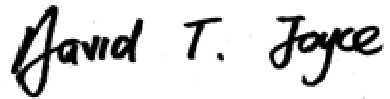
- 1 The proposed shopfront, by virtue of its size, design, location and material to be used would result in an unsympathetic and incongruous frontage that would be detrimental to the character and appearance of the host and adjacent buildings, the conservation area and the streetscape, and contrary to policies D1 (Design), D2 (Heritage) and D3 (Shopfront) of the 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 2018.

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 that reads "David T. Joyce". The signature is written in a cursive style with a large initial 'D' and 'J'.

David Joyce  
Director of Regeneration and Planning