

Application ref: 2021/0022/P
Contact: Jonathan McClue
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Date: 5 October 2021

Development Management
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Savills
33 Margaret Street
London
W1G 0JD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Approval of Details Refused

Address:

**100 Avenue Road
London
NW3 3HF**

Proposal:

Details of the facing materials (including samples, detailed drawings, 1:1 mock-up bay) to discharge condition 18 of planning permission 2014/1617/P dated 18/02/2016 as amended by 2019/1405/P dated 07/05/2019 (for: Demolition of existing building and redevelopment for a 24 storey building and a part 7 part 5 storey building comprising a total of 184 residential units (Class C3) and up to 1,041 sqm of flexible retail/financial or professional or café/restaurant floorspace (Classes A1/A2/A3) inclusive of part sui generis floorspace for potential new London Underground station access fronting Avenue Road and up to 1,350 sqm for community use(Class D1) with associated works including enlargement of existing basement level to contain disabled car parking spaces and cycle parking, landscaping and access improvements.)

Drawing Nos: Condition 18 Technical Response dated August 2021, Submission of Details: Facade Materials Heritage Assessment dated June 2021, (01-ZZ-DR-A-)21800-25; 21850-72, all physical samples and the Visual Mock-Ups (VMUs) required by parts a), b) and f) of condition 18 made available to view on-site.

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

Reason(s) for Refusal

- 1 The proposed facing materials, visual mock-up bay and associated details, by reason of material quality, design and finish, would be unacceptably detrimental to the character and appearance of the site and the immediate and wider area in accordance with the requirements of policies D1 (Design) and D2 (Heritage) 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 2021.

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