

Application ref: 2025/1324/P
Contact: Fast Track GG
Tel: 020 7974
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Date: 21 May 2025

Development Management
Regeneration and Planning
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JCDcaux UK Ltd
991 Great West Road
BRENTFORD
MIDDLESEX
TW8 9DN

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Refused

Address:
Pavement Outside The Heals Building
191-199 Tottenham Court Road
London
W1T 7LQ

Proposal: Installation of telephone call box with digital screen following removal of existing.

Drawing Nos: Site Plan & Images (x 9 pages); Covering Letter dated 26th March 2025 (x 4 pages); Appendix A 'In Focus Networks, LCD Telephony Network Detail' (x 7 pages); Appendix B 'Communication Hub, Unit Management Plan' (x 22 pages); Appendix C 'Existing and Proposed Units' (x 2 pages); Appendix D 'Sustainability Aims' (x 3 pages).

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

Reason(s) for Refusal

- 1 The proposed telephone kiosk, by reason of its location, size and detailed design, would add harmful visual clutter and detract from the character and appearance of the street scene, Fitzrovia East Neighbourhood and Bloomsbury Conservation Area, and the setting of the adjacent Grade II* Listed Building, contrary to Policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017 and Part 3 (Vision and objectives) of the Fitzrovia Area Action Plan 2014.
- 2 The proposed telephone kiosk, by virtue of its location, size and detailed design,

adding to unnecessary street clutter, would reduce the amount of useable, unobstructed footway, which would be detrimental to the quality of the public realm, cause harm to highway safety and hinder pedestrian movement and have a detrimental impact on the promotion of walking as an alternative to motorised transport, contrary to Policies G1 (Delivery and location of growth), A1 (Managing the impact of development), C6 (Access for all), D8 (Public Realm) and T1 (Prioritising walking, cycling and public transport) of the London Borough of Camden Local Plan 2017 and Part 3 (Vision and objectives) of the Fitzrovia Area Action Plan 2014.

- 3 The proposed telephone kiosk, by reason of its inappropriate siting, size and design would fail to reduce opportunities for crime and antisocial behaviour in an area to the detriment of community safety and security, and compromise the safety of those using and servicing the telephone kiosk, contrary to Policy C5 (Safety and security) of the London Borough of Camden Local Plan 2017 and Part 3 (Vision and objectives) of the Fitzrovia Area Action Plan 2014.
- 4 In absence of a legal agreement to secure a maintenance plan for the proposed telephone kiosk, the proposal would be detrimental to the quality of the public realm, and detract from the character and appearance of the streetscene, contrary to Policies D1 (Design), G1 (Delivery and location of growth), A1 (Managing the impact of development), C6 (Access for all) and T1 (Prioritising walking, cycling and public transport) of the London Borough of Camden Local Plan 2017 and Part 3 (Vision and objectives) of the Fitzrovia Area Action Plan 2014.

Informative(s):

- 1 If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

You can find advice about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

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

Daniel Pope
Chief Planning Officer