

WHP Wilkinson Helsby  
The Ponderosa  
Scotland Lane  
Horsforth  
Leeds  
LS18 5SF

Application Ref: **2017/7095/P**  
Please ask for: **Charlotte Meynell**  
Telephone: 020 7974 **2598**

5 February 2018

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990 (as amended)  
**Prior Approval Required - Approval Refused**

Address:

**Pavement outside 63 Loudoun Road  
London  
NW8 0DQ**

Proposal: Installation of telecommunications equipment comprising of 1 x new 12.5m high monopole with 2 x antennas inside shroud and 2 x new associated equipment cabinets on the pavement.

Drawing Nos: 79902-01; 79902-02; 79902-03; 79902-04; 79902-05; 79902 Loudoun Road Train Survey Plots (prepared by EE, received 11/12/2017); Cover Letter (prepared by WHP Wilkinson Helsby, dated 09/12/2017); Declaration of Conformity with ICNIRP Public Exposure Guidelines; Site Specific Supplementary Information (prepared by WHP Wilkinson Helsby, received 11/12/2017).

The Council has considered your application for prior approval of siting and appearance in respect of the telecommunications equipment described above determines that prior approval is required and hereby **refuses approval** for the following reasons.

### Reason for Objection

- 1 The proposed mast and its associated cabinets, by reason of their design, height and location, would be overly dominant in the streetscene, creating visual clutter which would detract from the character and appearance of the streetscene and the Alexandra Road Conservation Area and would cause harm to the setting of the



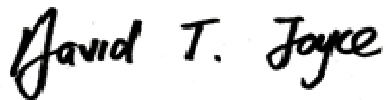
adjacent Grade II listed building, contrary to policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017.

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 in regard to 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, slightly slanted style.

David Joyce  
Director of Regeneration and Planning