

Application ref: 2019/2685/P
Contact: Joshua Ogunleye
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Date: 11 July 2019

Development Management
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Mr Nathan Still
991 Great West Road
Brentford, Middlesex
TW8 9DN

Dear Sir/Madam

DECISION

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

Address:
Land Outside 50-54 Kingsway
London
WC2B 6EP

Proposal:
Installation of replacement 1 x telephone kiosk on the pavement.
Drawing Nos: 01/2521, 01/2522, 01/2523, 01/2525, Site Location Plan, Site Block Plan, Rendered Image, technical Specification, Elevation Drawings, Photomontage, Acoustics Report.

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(s) for Objection

- 1 The proposed development, by reason of its design to enable to the display of an advertisement, is not wholly for the purpose of the operator's electronic network and thereby falls outside the terms of Class 16, Part A of the General Permitted Development Order.
- 2 The proposed telephone kiosk, by reason of its location, size and detailed design, would add to visual clutter and detract from the character and appearance of the street scene, Kingsway Conservation Area and the setting of neighbouring listed buildings, contrary to policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017.

- 3 The proposed telephone kiosk, by virtue of its inappropriate siting, size and design, would fail to reduce opportunities for crime and antisocial behaviour 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.
- 4 The proposed telephone kiosk, by virtue of its location, size and detailed design, and adding 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) and T1 (Prioritising walking, cycling and public transport) 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 in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Daniel Pope
Chief Planning Officer