

Application ref: 2019/2703/P
Contact: Adam Greenhalgh
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Date: 12 July 2019

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Mr Nathan Still
991 Great West Road
Brentford, Middlesex
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Dear Sir/Madam

DECISION

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

Address:

**Junction of Earlham Street with Shaftesbury Avenue
London
WC2H 8HJ**

Proposal: Installation of replacement 1 x telephone kiosk on the pavement.
Drawing Nos: 1:200 Plan, 1:1250 Plan, Technical Specification, Acoustic 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 is not wholly for the purpose of the operator's electronic network and thereby falls outside the terms of Part 16, Class A of the General Permitted Development Order.
- 2 The proposed telecommunications kiosk, by virtue of its siting, 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.

- 3 The proposed telecommunications 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 telecommunications kiosk, by reason of its siting, size and detailed design, would add to visual clutter and detract from the character and appearance of the street scene and the character and appearance of the Seven Dials Estate Conservation Area, 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 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