

Application ref: 2019/6259/P  
Contact: Thomas Sild  
Tel: 020 7974 3686  
Date: 4 February 2020

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
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Waldon Telecom Ltd  
Phoenix House  
Pyrford Road  
West Byfleet  
KT14 6RA

Dear Sir/Madam

## DECISION

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

Address:  
**Central Cross**  
**30 Tottenham Court Road**  
**London**  
**W1T 1BJ**

Proposal: Installation of 12 antenna apertures, 4 transmission dishes and 8 equipment cabinets with associated works to the roof

Drawing Nos: Application form; Site Location Plan; Covering letter; Developer notice; ICNRIP declaration; Existing Site Plan; Proposed Site Plan; Proposed Elevation; Predictive coverage plots x 2 documents

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

Reason for Refusal:

- 1 The proposed antennas and associated fixtures, by reason of their scale, height, design and siting, would result in incongruous additions to the building resulting in visually intrusive rooftop clutter, causing harm to the character and appearance of the host building and the surrounding Charlotte Street, Hanway Street and Bloomsbury conservation areas contrary to policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017, and Sections 10 and 16 of the NPPF (2019).

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

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer