

Application ref: 2020/0989/P
Contact: Patrick Marfleet
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Date: 17 April 2020

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Phoenix House
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Dear Sir/Madam

DECISION

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

Address:
Hill View Apartments
Primrose Hill Road
London
NW3 3AX

Proposal:
Installation of 12 pole mounted antennas, 2 x 300mm dishes, 4 cabinets and ancillary works thereto at main roof level.

Drawing Nos: Waldon cover letter dated 27/02/2020, 100 A, 200 A, 201 A, 300 A, 301 A, CSR 78723 06/02/2020, VF 13798 -coverage plots, Cornerstone Health and mobile phone base stations doc

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 proposal, by reason of its location, scale, height and design, would result in visual rooftop clutter which would cause harm to the character and appearance of the host property, local views including those from Primrose Hill, the nearby Primrose Hill Conservation Area and the setting of adjacent listed buildings, contrary to policies D1 (Design), D2 (Heritage) and A2 (Open space) of the London Borough of Camden Local Plan 2017.

Informative(s):

1

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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer