

Application ref: 2020/1649/P
Contact: Matthew Dempsey
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Date: 5 October 2020

Development Management
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Clarke Telecom
Unit E
Madison Place
Northampton Road
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Refused

Address:

Rooftop at Albion House
55-59 New Oxford Street
London
WC1A 1BS

Proposal: Installation of 9 antennas, 5 transmission dishes, 3 equipment cabinets, and ancillary development thereto.

Drawing Nos: Site Location Plan 100A, 110A, 200A, 201A, 300A, 301A, 302A, 303A, 304A, 305A, 306A, 307A. Existing site and replacement sites image. Existing and Proposed: Northeast, East, South & Southwest Elevations; Street-view, Map and Satellite image (02/04/2020). Albion House Design Philosophy (Figure A & B).

The Council has considered your application and decided to **refuse** planning permission for the following reason:


Reason for Refusal

- 1 The proposed equipment, by reason of its design, siting, height, size and prominence, would be detrimental to the appearance of the host building and character and appearance of the Bloomsbury Conservation Area and the Seven Dials (Covent Garden) Conservation Area contrary to policy D1 (Design) and D2 (Heritage) of the Camden Local Plan and paragraph 113 of the National Planning Policy Framework 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 about 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 'DP', is centered on a light grey rectangular background.

Daniel Pope
Director of Economy, Regeneration and Investment