

Application ref: 2020/5822/P  
Contact: Matthew Dempsey  
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Date: 8 February 2021

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
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WC1H 9JE

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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:  
**Matilda Apartments**  
**4 Earnshaw Street**  
**London**  
**WC2H 8AJ**

Proposal: Installation of 6 x antenna apertures, 2 x transmission dishes and 8 x equipment cabinets & ancillary works.

Drawing Nos: Site Location Plan 1529154\_CMN220\_99309\_WC0104\_M003 C (100 Existing Site Plan, 150 Existing Site Elevation A, 265 Max Configuration Elevation, 215 Max Configuration Site Plan), 90073-PM-01 A, 90073-PM-02 A, 90073-PM-03 A.  
Cover Letter 15/12/2020. Declaration of conformity with ICNIRP Public Exposure Guidelines 12/10/2020. Supplementary Information 15/11/2020. HM Government 5G Mobile Technology: a guide (OFCOM). 3G/4G Coverage Plots-3UK. 2G/3G/4G Coverage Plots-EE.

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 antennas and ancillary development, by reason of their design, siting, height, size and prominence, would be detrimental to the character and appearance of the host building, the character and appearance of the adjacent Denmark Street and Bloomsbury Conservation Areas and the setting of the

adjacent listed buildings at the grade II listed Centre Point Complex (Centre Point House, Centre Point Link and Centre Point Tower) and the grade I listed Church of St Giles-in-the-Fields, contrary to policy D1 (Design) and D2 (Heritage) of the Camden Local Plan and paragraph 113 of the National Planning Policy Framework 2019.

Informative(s):

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