

Application ref: 2021/4508/P
Contact: Ewan Campbell
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Date: 4 November 2021

Development Management
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London Borough of Camden
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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
Tottenham Court Road
London
W1T 1BJ

Proposal: Installation of 12 no. antenna apertures, 4 no. transmission dishes and 7 no. equipment cabinets on the roof of the building and development ancillary thereto.

Drawing Nos: 002 Site Location Plan, 100 Existing Site Plan, 150 Existing Elevation, 215 Max Configuration Site Plan, 265 Max Configuration Elevation, 265 Max Configuration Enlarged Elevation, Covering Letter (dated 16/09/2021), Supplementary Information Document and ICNIRP Certificate

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 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, the street scene of Tottenham Court Road 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 (2021)

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 2021.

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 typed name and title.

Daniel Pope
Chief Planning Officer