

Application ref: 2022/0188/P
Contact: Adam Greenhalgh
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Date: 8 March 2022

Development Management
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WHP Telecoms Limited
1a Station Court
Station Road
Guiseley
Leeds
LS20 8EY

Dear Sir/Madam

DECISION

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

Address:
Alvanley Court
250 Finchley Road
London
NW3 6DL

Proposal:
Installation of telecommunications equipment at main roof level including 3 replacement antennas, cabinets and ancillary works.

Drawing Nos: 918817_CMN008_50769_NW0137_M002 : B : Site Area Plan, Site Location Plan, Access Plan, Existing Elevation, Existing Site Elevation, Proposed HG3 Plan, Proposed HG3 Elevation; Site Specific Supporting Statement (WHP Telecomms Ltd), Declaration of Conformity with ICNRIP Guidelines

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 proposals, by reason of their location, scale, height and design, would result in prominent visual rooftop clutter which would cause harm to the character and appearance of the host property, the streetscenes of both Finchley Road and Frognal Lane, and the neighbouring Conservation Area, contrary to policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017 and policies DH1 (Design) and DH2 (Conservation Areas & Listed Buildings) of the Redington Frognal Neighbourhood Plan 2021.

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 centered on a light grey rectangular background.

Daniel Pope
Chief Planning Officer