



Regeneration, Economic Development
and Environment Department
Executive Director Brendon Walsh

Development Management
London Borough of Hounslow
The Civic Centre, Lampton Road
Hounslow TW3 4DN

To **Waldon Telecom Ltd**
Mr James Lawson
Phoenix House
West Byfleet
Surrey
KT14 6RA

Reference **00505/GS/COM1**

Date **16/12/2016**

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Site Address: HIGHWAYS VERGE ON SOUTHERN SIDE OF THE A4 EAST OF THE JUNCTION WITH
PENWERRIS AVENUE HOUNSLOW TW5 0TJ

Development: Installation of a 12.5 high telecommunications column, incorporating three shrouded antennas with
one equipment cabinet at ground level with development ancillary thereto. Drawing Numbers: 100,
200, 201, 300 and 301, and JL/CTIL/Metro/148973 received 02/11/2016

Town and Country Planning Act 1990 (as amended)
Town and Country Planning (General Permitted Development) Order 1995
(as amended) Schedule 2, Part 24 Condition A.2(4)

I refer to your application dated 03 November 2016 seeking the Council's determination as to whether prior approval will
be required to the siting and appearance of the proposal.

The Council has determined that prior approval is required and that your proposal is **Telecoms Prior Approval
Required - Refused** for the following reason(s):

**Prior approval to the siting and appearance of the development is required. Consent is refused for the
development as the proposed development, by reason of its siting and appearance, would result in a visually
intrusive structure, which would harm the appearance and character of the street scene of the Great West Road
and detract from the appearance of the site and from views from surrounding open land, as well as being
harmful to the outlook from residential properties, especially those located opposite the site at West Court, that
share the view of the street scene. This would be contrary to the provisions of the NPPF, and Local Plan
policies CC1 (Context and Character) and EC4 (Telecommunications).**

Yours faithfully

MP

Mr Peter Lerner
Interim Director of Economy, Environment and Enforcement

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