

Application ref: 2024/1081/P  
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Date: 15 August 2024

**Development Management**  
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JCDecaux UK Ltd  
991 GREAT WEST ROAD  
BRENTFORD  
MIDDLESEX  
TW8 9DN  
United Kingdom

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990 (as amended)

### Full Planning Permission Refused

Address:

**Existing Telephone Kiosk outside  
371 Euston Road  
London  
NW1 3AR**

Proposal:

Replace an existing telephone kiosk with a 'Communication hub unit'.

Drawing Nos: Plans: A/489467/ 02, rev A; A/489467/ 01, rev A; A/489467/ 05, rev B

Supporting information: Cover letter prepared by JCDecaux, ref. A02495, 18/03/2024; Site Plan and Images document prepared by JCDecaux; Appendix A - 2023/4641/A Decision notice; Appendix B - 2023/2893/P Decision notice; Appendix C - Appeal decisions dated 14/11/2022; Appendix D - Unit Comparison prepared by JCDecaux; Appendix E - Hub Unit Specification prepared by JCDecaux; Appendix F - The Community Heartbeat Trust document; Appendix G - Zoll AED 3 document; Appendix G - Sustainability document prepared by JCDecaux; Appendix E - Hub Unit Specification document, prepared by JCDecaux;

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

#### Reason(s) for Refusal

- 1 The proposed telephone kiosk, by reason of its location, size and design, would add

to visual clutter and detract from the character and appearance of the streetscene, contrary to policy D1 (Design) of the London Borough of Camden Local Plan 2017.

- 2 The proposed telephone kiosk, by virtue of its location, size and detailed design, adding to unnecessary street clutter, would reduce the amount of useable, unobstructed footway, which would be detrimental to the quality of the public realm, cause harm to highway safety and hinder pedestrian movement and have a detrimental impact on the promotion of walking as an alternative to motorised transport, contrary to policies G1 (Delivery and location of growth), A1 (Managing the impact of development), C6 (Access for all) and T1 (Prioritising walking, cycling and public transport) of the London Borough of Camden Local Plan 2017.
- 3 The proposed telephone kiosk, by reason of its scale, location and design would add unnecessary street clutter which would increase opportunities for crime in an area which already experiences issues with crime, therefore the proposal would be contrary to policy C5 (Safety and security) of the London Borough of Camden Local Plan 2017.
- 4 In absence of a legal agreement to secure the removal of the existing kiosk and others in the vicinity and a maintenance plan, the proposal would be detrimental to the quality of the public realm, and detract from the character and appearance of the streetscene, contrary to policies D1 (Design), G1 (Delivery and location of growth), A1 (Managing the impact of development), C6 (Access for all) and T1 (Prioritising walking, cycling and public transport) of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate ([inquiryappeals@planninginspectorate.gov.uk](mailto:inquiryappeals@planninginspectorate.gov.uk)) at least 10 days before submitting the appeal. Further details are on GOV.UK.

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 about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned in the upper left corner of the page.

Daniel Pope  
Chief Planning Officer