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**From:** shirley skeel  
**Sent:** 08 September 2024 17:01  
**To:** Planning  
**Subject:** Objection to Pulse Smart Hub, West End Lane NW6

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Hello,

You seem to have closed comments on the application 2024/3448/P, which is to put up a neon Pulse Smart Hub in the middle of a busy pavement on West End Lane.

Could you please keep local community groups like WHAT and West Hampstead NDF informed in future about planning applications to build on public property so they can inform the locals? It seems to be the practice to put up little posters that no one sees.

I object to this Hub which will serve no public purpose at all and simply flash huge ads in the faces of passing pedestrians and traffic at a corner which is already dangerous because of its three way traffic lights and considerable foot and vehicle traffic, in part due to three train/tube stations nearby.

It will only make money for the Hub owners and annoy everyone who lives in the area. If someone wants wifi, they can walk across the street to one of many coffee shops. The defibrillator will probably never be used. The sign will be highly intrusive and it will be dangerous as the area is regularly so crowded that people are forced to walk in the street.

Please listen to your constituents. No one (except the money makers) wants this. No one needs it.

Thank you,

Shirley Skeel