

Application ref: 2024/3312/P  
Contact: Fast Track TY  
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Date: 3 October 2024

**Development Management**  
Regeneration and Planning  
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DPV Consult  
20 Clyde Road  
London  
N22 7AE

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990 (as amended)

### Full Planning Permission Refused

Address:

**Pavement outside of 27 Chalk Farm Road**  
**London**  
**NW1 8AG**

Proposal: Installation of a Pulse Smart Hub with integrated digital screens and emergency functionality including provision of defibrillators.

Drawing Nos: (Cam-CFR2/2024/-)01 to 06 (inclusive); Planning and Heritage Statement from DPV Consult Limited (ref: DP/20075) dated 24/07/2024; Design, Management and Operational Statement from Urban Innovation Company dated 10/05/2024; Responsibilities Statement from Urban Innovation Company dated July 2024.

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

#### Reason(s) for Refusal

- 1 The proposed Pulse Smart Hub, by reason of its location, size and detailed design, would add harmful visual clutter and detract from the character and appearance of the street scene and the adjacent Regent's Canal Conservation Area, and harm the setting of the adjacent Grade II and II\* listed buildings, contrary to policies D1 (Design) and D2 (Heritage) of the Camden Local Plan 2017.
- 2 The proposed Pulse Smart Hub, by virtue of its location, size and detailed design, and adding 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 Camden Local Plan 2017.

- 3 The proposed Pulse Smart Hub, by virtue of its inappropriate siting, size and design, would fail to reduce opportunities for crime and antisocial behaviour to the detriment of community safety and security, and compromise the safety of those using and servicing the telephone kiosk, contrary to policy C5 (Safety and Security) of the Camden Local Plan 2017.
- 4 In the absence of a legal agreement to secure a maintenance plan for the proposed Pulse Smart Hub, 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



Daniel Pope  
Chief Planning Officer