

Application Nos.: 2024/3313/P & 2024/3453/A  
Officer: Tony Young  
Date: 18 November 2024



**Development Management**  
Regeneration and Planning  
London Borough of Camden  
5 Pancras Square  
N1C 4AG

Switchboard: 020 7974 4444

PlanningAppeals@camden.gov.uk

Camden.gov.uk/Planning

Dear Sir/Madam

**Town and Country Planning Act 1990 as amended, and  
Town and Country Planning (Control of Advertisements) (England) Regulations  
2007**

**NOTIFICATION OF AN APPEAL**

Site Address:	Pavement outside 85 Chalk Farm Road London NW1 8AR
Description of development:	Installation of a Pulse Smart Hub with integrated digital screens and emergency functionality including provision of defibrillators.
Application Number:	<b>2024/3313/P</b> <b>2024/3453/A</b>
Appellant's name:	Urban Innovation Company (UIC) Ltd
Planning Inspectorate reference (appeal case number in bold)	APP/X5210/W/24/ <b>3354410</b> APP/X5210/H/24/ <b>3354409</b>
Appeal start date:	12 November 2024

I refer to the above details. An appeal has been made to the Secretary of State against the London Borough of Camden:

- Full Planning Permission Refused;
- Advertisement Consent Refused.

The appeal will be determined on the basis of **written representations**. The procedure to be followed is set out in Part 2 of The Town and Country Planning (Appeals) (Written Representations Procedure)(England) Regulations 2009, as amended.

We have forwarded to the Planning Inspectorate (**PINs**) all the consultation responses made to this Local Planning Authority on the planning application. These will be considered by the Inspector when determining the appeal.

If you wish to modify/withdraw your previous consultation response, or submit comments:

**Make representation ONLINE (not email):**

Search for case **3354410** at <https://acp.planninginspectorate.gov.uk>

This will open this appeal's page and allow you to Make Representation on this or the linked appeal.

The appeal decision will be published here, too.

**Make representation BY POST:**

Send 3 copies of your letter, quoting **3354410** and/or **3354409**, to:  
The Planning Inspectorate  
Temple Quay House  
Bristol BS1 6PN

**All representations must be received by 17 December 2024.**

Any representations submitted after the deadline will not usually be considered and will be returned. PINs does not acknowledge receipt of representations. All representations made to PINs must quote the appeal case number. **Please do not email PINs - use the online or postal option to make representation.**

Please ensure that all comments/documents submitted are GDPR compliant. There is guidance on what GDPR is available on gov.uk - principally it is about not revealing *sensitive* information about yourself or others in your representation, such as personal telephone numbers, email addresses, background, religion, health, sheltered address, etc. This is because your representation to PINs will be shared with the Appellant and this LPA - Local Planning Authority.

Your representation will be considered by the Inspector when determining the appeal.

You can view the Planning Inspectorate's "Guide to taking part in planning appeals" booklets free of charge from GOV.UK at  
<https://gov.uk/government/collections/taking-part-in-a-planning-listed-building-or-enforcement-appeal>

**How to view the planning and the appeal documents:**

The appeals documents are available on our website **Camden.gov.uk/ViewPlans** under the Application Number given above.

Direct link:

**<http://camdocs.camden.gov.uk/HPRMWebDrawer/PlanRec?q=recContainer:2024/3313/P>**

and the advertisement application:

**<http://camdocs.camden.gov.uk/HPRMWebDrawer/PlanRec?q=recContainer:2024/3453/A>**

Supporting Communities Directorate  
London Borough of Camden