

Metropolis Planning and Design  
4 Underwood Row  
London  
N1 7LQ

Application Ref: **2017/1078/P**  
Please ask for: **Charlotte Meynell**  
Telephone: 020 7974 **2598**

7 April 2017

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990 (as amended)  
**Prior Approval Required - Approval Refused**

Address:

**Land Adjacent to  
101 Euston Road  
London  
NW1 2RA**

Proposal:

Installation of 1 x telephone box on pavement.

Drawing Nos: Cover Letter dated 20/02/2017; Block Plan 1:200; Maximum Networks Ltd - Telephone Kiosk Design; Maximus Networks Ltd Telephone Kiosk Proposed Plans and Elevations; Site Location Plan 1:1250; Site Photo Proposed Position of Phone Kiosk.

The Council has considered your application for prior approval of siting and appearance in respect of the telecommunications equipment described above determines that prior approval is required and hereby **refuses approval** for the following reasons.

Reason(s) for Objection

1 Reasons for Refusal

The proposed telephone kiosk, by reason of its location, size and detailed design, would add to visual clutter and detract from the character and appearance of the street scene contrary to Core Strategy Policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our



heritage) of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 (Securing high quality design) of the London Borough of Camden Local Development Framework Development Policies and policy D1 (Design) of the Camden Local Plan Submission Draft 2016.

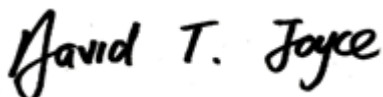
- 2 The proposed telephone kiosk, by virtue of its location, size and detailed design, adding unnecessary street clutter, would reduce the amount of useable, unobstructed footway, which would be detrimental to the quality of the public realm, cause harm to highway safety and hinder pedestrian movement and have a detrimental impact on the promotion of walking as an alternative to motorised transport, contrary to policy CS11 (Promoting sustainable and efficient travel) of the London Borough of Camden Local Development Framework Core Strategies Development Plan Policies and policies DP17 (Walking, cycling and public transport) and DP21 (Development connecting to the highway network) of the London Borough of Camden Local Development Framework Development Policies and A1(Managing the impact of development), C6 Access and (T1 Prioritising walking, cycling and public transport) of the Camden Local Plan Submission Draft 2016 .
- 3 The proposed telephone kiosk, 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 CS17 (Making Camden a safer place) of the London Borough of Camden Local Development Framework Core Strategy and C5 Safety and Security of the Camden Local Plan Submission Draft 2016.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



David Joyce  
Director of Regeneration and Planning