

Application ref: 2018/5557/P  
Contact: Charlotte Meynell  
Tel: 020 7974 2598  
Date: 20 December 2018

**Development Management**  
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Metropolis Planning and Design  
4 Underwood Row  
Hackney  
LONDON  
N1 7LQ

Dear Sir/Madam

### **DECISION**

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

Address:  
**Pavement outside 100-110 Euston Road**  
**London**  
**NW1 2AJ**

Proposal: Installation of 1x telephone kiosk on the pavement.

Drawing Nos: Site Location Plan (1:1250); Block Plan (1:200); Proposed Plans and Elevations (ref. MAX 2 ASSEMBLY rev C); Supporting Statement from Maximum Networks Ltd dated 06/11/2018; Maximum Networks Ltd - Kiosk Design (3D Visualisation).

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 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 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, 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 London Borough of Camden Local Plan 2017.

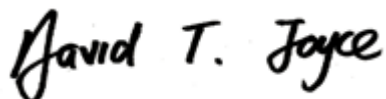
- 3 The proposed telephone kiosk, by virtue of its inappropriate siting, size and design, would fail to reduce opportunities for crime and antisocial behaviour to the detriment of community safety and security, and compromise the safety of those using and servicing the telephone kiosk contrary to policy C5 (Safety and Security) of the London Borough of Camden Local Plan 2017.
- 4 The proposed telephone kiosk, by reason of its design, would not be accessible to wheelchair users, failing to promote fair access or meet sufficient standard of design contrary to policy C6 (Access for all) of the London Borough of Camden Local Plan 2017.

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 2018.

You can find advice in regard to your rights of appeal at:

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

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly stylized font.

David Joyce  
Director of Regeneration and Planning