

Application ref: 2023/0907/P
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Date: 7 November 2023

Development Management
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London Borough of Camden
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Gerald Eve LLP
One Fitzroy
6 Mortimer Street
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W1T 3JJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

**Regents Place Campus
London
NW1 3BT**

Proposal: Installation of 8 x free-standing digital screens to replace the existing directional totems across the Regents Place Campus and 1 x larger events screen in Regents Place Plaza.

Drawing Nos: Drawings: Digital Totems Planning Document; Covering letter dated 27/02/2023; 103-Nex-DR-A-1001-R1; 1100-R0; 1101-R0; 1102-R0; 1103-R0; 2110-R3; 2111-R3; 2112-R2; 2113-R2; SA17584-01; SA17584-04.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans Digital Totems Planning Document; Covering letter

dated 27/02/2023; 103-Nex-DR-A-1001-R1; 1100-R0; 1101-R0; 1102-R0; 1103-R0; 2110-R3; 2111-R3; 2112-R2; 2113-R2; SA17584-01; SA17584-04.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 The events screen hereby permitted shall not be operated outside the following times: 0800 hours to 2200 hours. The screen will be switched off when no events are planned.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017.

- 4 No external tannoy or public address systems in association with the use of the events screen shall be permitted unless details have been submitted to and approved in writing by the Local Planning Authority. Any systems/processes shall then be implemented in accordance with the approved details.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017.

- 5 Noise levels at a point 1 metre external to sensitive facades shall be at least 10dB(A) less than the existing background measurement (LA90), expressed in dB(A) when all plant/equipment (or any part of it) is in operation unless the plant/equipment hereby permitted will have a noise that has a distinguishable, discrete continuous note (whine, hiss, screech, hum) and/or if there are distinct impulses (bangs, clicks, clatters, thumps), then the noise levels from that piece of plant/equipment at any sensitive façade shall be at least 15dB(A) below the LA90, expressed in dB(A).

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission. [Delegated]

The 8 x free-standing digital signage structures would measure 2.038m (h) x 1.300m (w) x 0.4m (depth). They are to replace 8 x existing non-digital directional narrower 'totem' signs throughout the Regents Place Campus. Each signage structure contains a 1450mm x 831mm digital screen. The screen is 2-sided, on one side hosting wayfinding and/or Regent's Place local content and on the other side alternating advertising content. The advertising content would comprise a minimum of 10 second in every 60 seconds promoting local Regent's Place businesses, charities and Council information. The screen surround structure would be of timber slat cladding finish employing curved or organic shapes to integrate and complement the context of the development and its landscaping scheme.

Due to the positioning of the units within the semi-public/private managed confines of the Regents Place estate the illuminated advertising content would have minimal visibility from the wider public realm. The settings of nearby heritage assets such as the grade II listed Sir John Soanes Church on the west side of Osnauburgh Street and the Bloomsbury Conservation Area to the south of Euston Road would not be affected.

In addition to the 8 screens a larger 'social screen' is to be positioned within the Plaza and would replace the 'Summer Screen' which was previously the subject of a temporary permission. The social screen would host entertainment such as film, sport and news content for 25% of the time it is live, Regent's Place and local Camden promotional material for a minimum of another 25% and the remainder for advertising. The structure would measure 7.3m in height x 7.4m width x 1.2m depth and clad in similar timber slat material and the screen would measure 3.8m x 6.4m. It would face inwards to the Square so as to not be visible from the wider public realm or highway. It would have in-built speakers and the sound would be broadcast in line with conditions similar to the previous temporary planning permissions (2023/1262/P). The proposed social screen would be less bulky and less temporary looking than the structure covered by the previous temporary permissions (the previous structure appearing more as a box being wrapped in an advertising vinyl) which was nevertheless granted temporary consents that have continued from 2015 until the present time. It is therefore not considered necessary that a time limiting restriction be placed upon the structure now proposed.

There are no residential dwellings that directly adjoin the plaza and therefore subject to the conditions limiting noise and hours of operation no harm to the amenities of nearby residents would be caused. The managed nature of the estate would ensure that no antisocial behaviour issues would arise from the proposals.

The proposals are therefore considered acceptable in terms of design, scale, materials, illumination and noise. Public safety would not be compromised as the signs would not be readily noticeable by users of the adjacent public highways.

The planning history of the site has been taken into account when coming to this decision. No objections were received following statutory consultation.

The proposed development is in general accordance with policies D1, T1, A1, A2, A4 and C5 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 All works should be conducted in accordance with the Camden Minimum

Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 4 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

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