

Application ref: 2023/3791/A
Contact: Neil McDonald
Tel: 020 7974 2061
Email: Neil.McDonald@camden.gov.uk
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk/planning

Gerald Eve LLP
One Fitzroy
6 Mortimer Street
London
W1T 3JJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent 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 consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or

aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 No music or sound shall be emitted from the totem advertisements.

Reason: To ensure that the advertisement does not harm the character and appearance of the area or pedestrian safety. In accordance with the requirements of policies A1 and A4 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

- 7 The digital signs on Totem 7 hereby approved shall be statically illuminated and the intensity of the illumination of the digital signs shall not exceed 2500 candelas per square metre during the day and 400 candelas per square metre during the hours of darkness in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015. The levels of luminance on the digital sign should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

Reason: To ensure that the advertisement does not harm the character and appearance of the streetscene and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policy A1, D1, D4 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

- 8 The digital signs on Totem 7 hereby approved shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).

Reason: To ensure that the advertisement does not harm the character and appearance of the streetscene and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D4 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

- 9 The interval between advertisements on Totem 7 hereby approved shall be shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including fading, swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.

Reason: To ensure that the advertisement does not harm the character and appearance of the streetscene and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D4 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013

- 10 The minimum display time for each advertisement on Totem 7 hereby approved shall be shall be 10 seconds.

Reason: To ensure that the advertisement does not harm the character and appearance of the streetscene and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D4 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013.

Informative(s):

- 1 Reasons for granting consent:

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.

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 in regard to 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

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name.

Daniel Pope
Chief Planning Officer