

Camden Council
Planning - Development Control
Camden Town Hall
London
WC1H 8ND

Dalcour Maclaren
The Barn
Bignell Park Barns
Chesterton
Bicester
OX26 1TD

24/02/2025

To whom it may concern,

BT COMMUNICATIONS STREET HUB PROJECT
FULL PLANNING & CONSENT TO DISPLAY ADVERTISEMENTS APPLICATIONS
UK-046882 – Euston Road (No.338 Regent's Place), London, NW1 3BG

We write on behalf of our client, BT Telecommunications Plc, outlining their intention to remove the existing InLink Unit at the above location, and deploy a Street Hub 3 Unit, in its place.

As such, this is a joint submission seeking Full Planning Permission, for the Unit itself, and Express Advertise Consent, to allow the displaying of advertisements relating to the 2no. digital display screens which are incorporated within the Unit.

The applications have been submitted as one, via the Planning Portal, and so should be split into two separate cases by the LPA using the same documentations, one for Full Planning Permission and one for the Consent to Display Advertisements. In this respect, the submission comprises of the following documents:

- Site specific Planning, Design and Access statement
- Application forms and certificates generated by the Planning Portal
- Location Plan, scale 1:500, with the Application Site edged in red
- Proposed Site Plan
- Existing and Proposed Front Elevations
- Proposed Side Elevation
- Photomontage of the proposed BT Street Hub Unit
- BT Street Hub – Beyond Connection
- BT Street Hub – Anti-Social Behaviour Management Plan v3
- BT Street Hub – Unit Dimensions
- 'The Institution of Lighting Professional's: 'Professional Lighting Guide 05/23: The Brightness of Illuminated Advertisements Including Digital Displays, and:



The application site and the existing InLink Unit are found on adopted highways-controlled land that is maintained at the public expense. BT are a statutory undertaker and can install communications equipment on the adopted highway, hence an owner's notice has been served on the Highways Authority and any others who have been identified from Land Registry records.

We trust the applications can be registered at your earliest opportunity, whereby you can assign references and for consistency allocate the same Case Officer to deal with both Full Planning and Advertisement Consent elements. We look forward to receiving your acknowledgement and validation letters, at your earliest convenience. Should you require any further information in regard to this BT improvement programme, or specifically in relation to the application site, please do not hesitate to contact me directly.

Yours sincerely,

Nick Allan

For Dalcour Maclaren, on behalf of BT Telecommunications Plc