

Planning Department
London Borough of Camden
5 Pancras Square
London
N1C 4AG

Our ref: NDA/HSC/U0026223

24 April 2025

Regents Place Plaza, Camden, London, NW1 3BT
Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended)
Town and Country Planning Act (As Amended) 1990
Application for Advertisement Consent and Full Planning Permission

We write on behalf of our client, British Land Plc, to submit an application for full planning permission and advertisement consent for the erection of a structure incorporating an LED screen for a temporary period at Regents Place Plaza, Camden.

A full planning application and advertisement consent has been submitted via the planning portal, for the following works:

“Erection of a structure incorporating an LED screen for temporary period from 17 June until 29 September 2025 at Regent’s Place Plaza”

This proposal replicates the full planning permission (ref. 2024/1516/P) and advertisement consent (ref. 2024/0612/A) obtained on 16th May 2024 for the erection of the structure incorporating an LED screen which expired on 31st October 2024.

Full planning permission (ref. 2023/0907/P) and advertisement consent (ref. 2023/3791/A) was secured on 7th November 2023 for a permanent events screen in this location. However, this is currently not available for installation, hence the need for this application.

The Site

The proposals relate to British Land’s Regents Place Plaza located north of Euston Road. The site is bounded by Hampstead Road to the east, Longford Street to the north and Osnaaburgh Street to the west. The site does not contain any listed buildings and is not located within a Conservation Area. The site is however located within close proximity of the Regent’s Place and Fitzroy Square Conservation Areas. The site is also within close proximity of Great Portland Street Station, Warren Street Station, and Euston Station.

Regent’s Place is home to various commercial businesses, with coffee shops and restaurants at the lower levels to provide amenities for the employees in the area. The commercial operators are predominately office based however with the rise of the popularity and success of the Knowledge Quarter, there is an increasing demand for lab spaces within the Plaza.

Background and Context

This application follows the successes of summer screenings in 2023 and 2024. British Land would like to replicate their previous successes and erect summer screen for a temporary period between 1st June 2025 and 31st October 2025, to allow its benefits to be enjoyed by the local community and visitors again.

On 7th May 2023, full planning permission (ref. 2023/1262/P) and advertisement consent (ref. 2023/1534/A) were secured for the installation of a temporary summer screen for a temporary period until 31st October 2023.

On 16th May 2024, full planning permission (ref. 2023/1262/P) and advertisement consent (ref. 2023/1534/A) were secured for the installation of a temporary summer screen for a temporary period until 31st October 2024.

Full planning permission (ref. 2023/0907/P) and advertisement consent (ref. 2023/3791/A) was secured on 7th November 2023 for a permanent events screen in this location. However, this is currently not available for installation. Thus, the need for the erection a temporary structure and LED screen so this can be enjoyed in summer 2024 and 2025.

Proposals

This full planning application and advertisement consent seeks approval for:

“Erection of a structure incorporating an LED screen for temporary period from 17 June until 29 September 2025 at Regent’s Place Plaza”

This proposal consists of the installation of one illuminated non-static digital temporary summer screen. The proposed structure measures 5700 mm (h) x 7200 mm (w) x 3500mm (d). The LED screen measures 3000mm (h) x 5000mm (w) and sits within the ‘box structure’.

The ‘box structure’ is comprised of a layered scaffold structure, which is clad in 100% recycled and reusable plastic which is then wrapped in a non-PVC vinyl wrap. The proposed materials would complement the public realm and attract people into the space.

It is proposed that the summer screen will run from 9am to 9pm Monday to Friday, 10am to 6pm Saturday and 10am to 4pm Sundays. The LED screen would be internally illuminated with an illuminance level of 3240 c/m2 and speakers would not exceed 70dB.

It is proposed that the temporary summer screen would be in operation from 17 June 2025 until 29 September 2025 and used intermittently throughout this period.

This proposal replicates the full planning permission and advertisement consent secured in 2023 and again in 2024 for the erection of the structure incorporating an LED screen which expired on 31st October 2024.

The proposed screen would display a variety of content including news, live sport, weather, and potential film screenings. Further details relating to the LED screen, advertising and content is provided within the submitted Design Document and Event Management Plan.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the statutory development plan unless material considerations indicate otherwise.

The statutory development plan for the purposes of Section 38 (6) of the Planning and Compulsory Purchase Act 2004 comprises:

- The London Plan (2021); and
- The London Borough of Camden's Local Plan (2017).

For planning purposes, 'advertisement' is defined in section 336(1) of the Town and Country Planning Act 1990 (as amended) as: *"any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adapted for use and anything else principally used, or designed or adapted principally for use, for the display of advertisements."*

The Council consulted on the draft new Local Plan from 17 January to 13 March 2024. The Council are currently considering all the responses received and will publish an updated version of the Local Plan for further consultation in Spring 2025.

The draft new Camden Local Plan sets out our vision for future development in Camden for the next 15 years and includes the planning policies and site allocations to help achieve this. These emerging policies are afforded limited weight in the determination of planning applications.

The key planning considerations affecting the Proposed Development are discussed in further detail below.

Planning Assessment

Principal of Development

Local Plan Policy C1 (Health and Wellbeing) states that the Council will promote strong and vibrant communities. Relevant to this application, the Council requires:

- Part (a) development to positively contribute to creating high quality, active, safe, and accessible places.

Local Plan Policy A2 (Open Space) seeks to protect, enhance, and improve access to open spaces. Relevant to this application, the Council will:

- Part (d) support small scale development which is associated with the use of the land as open space and contributes to its use and enjoyment by the public.

The purpose of proposals is to create an activation-led Plaza to be enjoyed by the local community. The proposals would contribute to this achieving this through enhancing the vitality of the area and

encouraging people into the open space. Therefore, proposals are considered to be in line with Policies C1 and A2.

Design Assessment

Local Plan Policy D1 (Design) states that the Council will seek to secure high quality design in development. Relevant to this application, the Council requires that development:

- Part (a) respects local context and character;
- Part (b) preserves or enhances the historic environment and heritage assets;
- Part (e) comprises details and materials that are of high quality and complement the local character;
- Part (f) integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible, and easily recognisable routes and contributes positively to the street frontage; and
- Part (g) is inclusive and accessible for all.

The summer screen has been designed to be complementary to the Plaza and character of the local area. The size, location and materials which are detailed within the supporting drawings are of high quality and would create a focal point within the Plaza. The proposal would also utilise sustainably sourced materials.

Based on the success of previous year it is considered that the summer screen sits well within its surroundings and improves movement through the site and the wider area. The proposals are therefore considered to be in line with Policy D1.

Advertisement Assessment

Local Plan Policy D4 (Advertisements) states that the Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. The Council will support advertisements that:

- a. preserve the character and amenity of the area; and
- b. preserve or enhance heritage assets and conservation areas.

The Council will resist advertisements that:

- c. contribute to an unsightly proliferation of signage in the area;
- d. contribute to street clutter in the public realm;
- e. cause light pollution to nearby residential properties or wildlife habitats;
- f. have flashing illuminated elements;
- g. or impact upon public safety.

Amenity

The proposed summer screen is of high-quality design and utilises sustainable materials. The design of the 'box structure' is focused on creating a hub within public realm to activate the Plaza. It is not considered to constitute as clutter and would be a benefit to the community, occupiers, and visitors.

The summer screen has also been strategically located as to not cause any issues to any neighbouring residents nearby. The closest residential noise receiver is located approximately 100m away from any speaker noise. The maximum external acceptable level of noise is 79dB. To ensure compliance with this, noise levels would be maintained at 70dB maximum, this would also be tested by a noise monitoring device by a trained member of the team.

Deliveries and servicing would also take place within acceptable hours and must be booked in advance. Further details on noise management, waste management and servicing and deliveries are provided within the Event Management Plan.

It is proposed that the screen will run from 9am to 9pm Monday to Friday, 10am to 6pm Saturday and 10am to 4pm Sundays, which are considered to be sociable hours. It is also important to note screenings would not take place every day of the proposed period and would be used intermittently on the days when screenings take place.

The summer screen has worked successfully in previous years and the proposals would continue to maintain the areas amenity. Proposals are therefore considered to be in accordance with Policy D4 of the Local Plan.

Illumination

The LED Screen housed within the 'box structure' is internally illuminated and has an illuminance level of 3240cd/m². The LED screen is non-static and would show moving content. The 'box structure' itself is not illuminated. Due to the modest size of the LED screen in comparison to the surrounding built environment and the fact the screen is not visible from Euston Road it is considered that the proposals would maintain the amenity and character of the area in accordance with Policy D4 (a).

Impact on safety

The LED screen is not visible from Euston Road and would therefore not impair sight lines to road users, reduce the effectiveness of a traffic sign or signal, result in glare, and dazzle or distract road users, disrupt the free flow of pedestrian movement; or endanger pedestrians forcing them to step on to the road. Therefore, the proposals are considered in accord with Policy D4 Part (g). In addition, the activation of this space would also improve public safety through increased overlooking.

Summary

This application seeks the installation of a summer screen for a temporary period between 17 June 2025 until 29 September 2025 and to be used intermittently throughout this period. The purpose of this installation is to activate the space and provide a variety of information and entertainment to allow occupiers, visitors, and the local community to further enjoy their experience throughout the Plaza. The proposals would also encourage more people into the space creating a more vibrant public realm.

In relation to the planning application, it is considered that the proposals would respect the local context, be of high quality and integrate well within the surrounding area. In terms of the advertisement consent it is considered that the proposals would not negatively impact surrounding amenity or highways safety. Overall, it is considered that the proposals accord with Policies D1 (Design) and D4 (Advertisement) of the Local Plan.

Application Documents

The advertisement consent and full planning application has been submitted online via the planning portal. The following documents support the planning application:

- Application forms, prepared by Newmark;
- Location Plan, prepared by British Land;
- Existing Plan (ref. 002), prepared by GPM 360; and
- Proposed Plan (ref. 002), prepared by GPM 360.
- Screen Plan and Elevations (ref. 001), prepared by GPM 360;
- Screen Installation document, prepared by GPM 360;
- Event Management Plan, prepared by British Land;
- Premises License;
- Campus Photograph; and
- Example Screen CGI.

The fee of £971 for the full planning application and advertisement consent application has been paid online via the planning portal.

We trust that the application enclosed is acceptable and look forward to receiving confirmation of registration and validation. If you have any questions regarding the application, please do not hesitate to contact Natalie Davies or Hannah Scott at this office.

Yours faithfully



NEWMARK
020 7518 7271
Hannah.Scott@nmrk.com