

Mr Dan Fyall
DP9 Ltd
100 Pall Mall
London
SW1Y 5NQ

Application Ref: **2016/1589/P**
Please ask for: **Laura Hazelton**
Telephone: 020 7974 **1017**

16 May 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

Regents Place Plaza
London
NW1 3FG

Proposal:

Erection of structure incorporating LED screen and associated advertisements for a temporary period between 9th June 2016 and 31st August 2016.

Drawing Nos: Drawing numbers 001, 002, 003, Planning statement reference RPW/DF/DP3873, Indicative schedule of events received 17/04/2016, LED screen specifications received 17/04/2016, and 3D model received 17/04/2016.

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 shall be carried out in accordance with the following approved plans: 001, 002, 003, Planning statement reference RPW/DF/DP3873, Indicative schedule of events received 17/04/2016, LED screen specifications received 17/04/2016, and 3D model received 17/04/2016.

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



- 2 The structure hereby permitted is for a temporary period only and shall be removed and the site made good on or before 1st September 2016.

Reason: The type of structure is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. The permanent retention of the structure would be contrary to the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The LED screen hereby permitted shall not be operated outside the following times: 08:00 hours to 22:00 hours.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies CS5 of the London Borough of Camden Local Development Framework Core Strategy and policy DP26 and DP28 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reasons for granting permission:

The proposed LED screen structure would be located in the pedestrianised Regents Place Plaza. It would comprise of a wooden frame with an LED screen measuring 2.2metres x 3.8metres placed in the centre which would face the Plaza. There would be technical equipment inside with speakers on top. The exterior would be wrapped in an advertisement vinyl (subject of advertisement application 2016/1706/A). It is proposed that the screen be located for a temporary period until 1st September 2016 showing intermittent cultural and sporting events.

The site is not located in a Conservation Area and as the structure would be located for a temporary basis only it would not detract from the appearance of the plaza or the existing surrounding buildings.

There are no residential dwellings that directly adjoin the plaza. The nearest dwellings are across Euston Road or at The Triton Building at 20 Brock Street. A condition is added to limit the hours of operation of the screen to 2200hours to minimise the impact on nearby sensitive occupiers.

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

As such, the proposed development is in general accordance with policies CS5, CS11 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP19, DP24, DP26 and DP28 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of

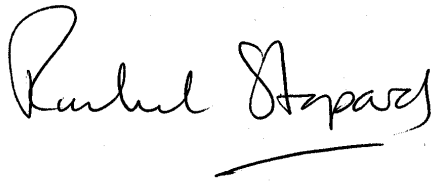
The London Plan 2016; and paragraphs 14, 17, 56-66 and 126-141 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

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

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Supporting Communities