

GAR/DF/TH

9 March 2017

Development Management
Camden Town Hall Extension
Argyle Street
London
WC1H 8EQ

DP9 Ltd
100 Pall Mall
London SW1Y 5NQ

Registered No. 05092507

telephone 020 7004 1700
facsimile 020 7004 1790

www.dp9.co.uk

For the attention of Laura Hazelton

Dear Laura

APPLICATION FOR PLANNING PERMISSION FOR ERECTION OF STRUCTURE INCORPORATING LED SCREEN AND CONSENT TO DISPLAY ADVERTISEMENTS FOR A TEMPORARY PERIOD BETWEEN 3RD JUNE 2017 AND 3RD SEPTEMBER 2017 AT REGENT'S PLACE PLAZA, LONDON, NW1 3BH

We write on behalf of our client, The Regent's Place Management Company Limited (a wholly owned subsidiary company of The British Land Company Plc), to formally submit a full planning and advertisement consent application via the Planning Portal (ref. PP-05881171) in relation to the above site, for the following description of development:

'Erection of structure incorporating LED screen and associated advertisements for a temporary period between 3rd June 2017 and 3rd September 2017'

The application comprises of the following documentation:

- Completed application form;
- The requisite application fee for £580.00 (paid over the telephone);
- Planning Statement set out in this Covering Letter below;
- Planning drawings as listed below:
 - Location Plan (Ref. 001 @ 1:1,250)
 - Site Plan (Ref. 002 @ 1:500)
 - Floor Plan and Elevations of Proposed Structure (Ref. 003 @ 1:50)
- Manufacturer's Screen Specification (LED Screen Hire Limited)

Please also find enclosed 1) an illustrative 3D Model drawing of the proposed structure, and 2) photographs showing a similar structure as currently proposed in the same position previously (both provided for illustrative purposes only); and 3) an indicative schedule of sporting events. For the avoidance of doubt, the items referred to in this paragraph do not form part of the formal application submission.

Site Description and History

Regent's Place Plaza is a vibrant civic space at the centre of British Land's (BL) Regent's Place Estate – a large scale mixed use development bounded by Euston Road to the south,

Osnaburgh Street to the west, Longford/Drummond Streets to the north and Hampstead Road to the east.

BL has, over the last 10 years, developed major new office buildings at 10 and 20 Triton Street and 10 and 30 Brock Street totalling in excess of 700,000 sq ft, alongside new market and affordable housing. The latest estimation is that approximately 16,000 people live and work at Regent's Place. It is not considered necessary to provide full details of the extensive planning history for the surrounding area in this statement, however, if any clarification on the planning history is required, we would be happy to engage with the Local Planning Authority on this.

On three sides, the plaza is enclosed by several tall office buildings including 10 Brock Street to the North, Euston Tower to the east, and 1,4 & 7 Triton Square and 2 Triton Square to the West. To the south, the plaza is bounded by Euston Road, which at this point extends 9 lanes in width and at its centre includes the 4 lane vehicular ramp sloping eastwards towards the crossroad underpass at the junction with Tottenham Court Road. The plaza is entirely pedestrianised and there is a vehicular drop off/pick up point to the west in-front of 1 Triton Square. The space comprises a variety of hard and soft landscaping, including paving, trees, lighting columns, an elevated sculpture with planting on top and a raised grass area to the south, which serves as a landscape buffer between the plaza and the busy Euston Road.

Regent's Place Plaza is situated within the 'Central London Area' (London Plan Central Activities Zone) as shown on the London Borough of Camden's Local Development Framework Policies Map 2014. The open space is not located within a Conservation Area and there are no statutorily or locally listed buildings in close vicinity. The London View Management Framework protected View 2A.2 'Parliament Hill summit to the Palace of Westminster' cuts through the plaza, north to south, and includes the application site.

Context to the Proposed Development

This application follows the success of last year's 'Summer of Sport' screenings, broadcast in the Regent's Place Plaza from a similar temporary screen structure. In response to positive feedback from office workers and local residents, British Land would like to put the temporary screen in place during the summer of 2017, to allow its benefits to be enjoyed by the local community and visitors again.

The Proposed Development

This application seeks planning permission to erect a structure incorporating an LED screen for a temporary period between 3rd June 2017 and 3rd September 2017 at Regent's Place Plaza. Advertisement consent is also sought to display branded vinyl wrap on the structure and occasional motion picture advertisements on the screen.

Size and Location of Temporary Structure

The structure will be located on the south (Euston Road side) of the plaza, just to the north of, and backing onto, the raised grass area of public realm. The proposed structure measures 5040mm (w) x 3100mm (d) x 4260mm (h) (refer to the enclosed drawing and indicative 3D model and photographs). The LED screen measures 2160mm x 3840mm and will sit within the north, plaza facing façade of the structure.

Installation and Removal of Temporary Structure

The screen will be installed over the weekend of Saturday 3rd and Sunday 4th June 2017. Firstly, the wooden frame structure will be assembled on site and the screen panels placed within the unit. Technical broadcasting equipment will then be installed inside the structure, and finally, the remainder of the exterior will be wrapped in vinyl (branded on three sides, plain white on the south facing, Euston Road side). The technical equipment located inside the structure is accessed from a small door on the south façade. There will be a small standalone speaker system installed, with a standalone speaker positioned either side of the structure, facing the plaza.

The screens will be removed on the weekend of Saturday 2nd and Sunday 3rd September by the same method but in reverse, with the removal of the vinyl, followed by the screen panels and broadcasting equipment. The wooden frame will then be dismantled and removed from site.

All equipment associated with the installation and removal of the structure will be transported to and from the site location via the drop off/pick up access road outside of 1 Triton Square.

Branded Vinyl Wrap

The screen and broadcasting will be paid for by commercial sponsors, whose branding will be displayed on three sides of the vinyl wrap as part of the commercial agreement. Therefore, advertisement consent is also sought under this application. The exact design of the advertisement is currently being finalised, however, it will not be illuminated in any way and there is no advertisement proposed on the south facing, Euston Road side of the structure, which is proposed to be left plain white. The enclosed indicative photographs provide a visual indication of the coverage of the advertisement and its visibility from various key viewpoints.

Use of LED Screen

In accordance with last year's arrangements, the purpose of the structure being in place is to screen a specific, intermittent schedule of live, major cultural sporting events that fall over the summer period (refer to the enclosed indicative schedule of sporting events).

British Land will also again be offering local residents and workers free early evening film screenings on selected days during the period sought in this application. British Land will be working directly with the New Diorama Theatre on the schedule to ensure that the residents in the local area are made aware that the screenings will be open to the public over the summer, free of charge. In addition, British Land do not intend to widely publicise the screenings to ensure that the benefits of the proposals are prioritised for the local business and residential community and in addition do not attract large crowds of visitors to the square.

As detailed above, the screen and broadcasting will be paid for by commercial sponsors. The screen will also show headline sponsors content and content from those who have taken up sponsorship during the course of the temporary period, around the screenings – advertisement consent is therefore also sought for the advertisements that will intermittently be displayed on the screen.

The application seeks screen operating hours of 08:00 – 22:00 on days when there are planned screenings. The screen will be turned off earlier on evenings when there is no content planned.

All other consents and licences falling outside of planning legislation but required for the screenings to lawfully take place, will be separately applied for.

Use of Plaza

For the avoidance of doubt, this application does not propose a change of use of the surrounding open space, which will continue to operate within the realms of its existing civic function. The open space is already well used by workers and residents and based on previous years, there is not anticipated to be an increase in use of the plaza that will warrant the provision of any additional facilities.

Planning Policy Considerations

Temporary Screen Structure

Principle

The proposal will enhance the vitality and use of a civic open space within the parameters of its existing capacity and intended function. This is intended for the benefit of members of the local community and the visiting public, which is considered acceptable in principle, particularly within the Central London Area. The principle behind the proposal is based on the success of having a similar structure in a similar location for a similar purpose, in the past. The proposal will meet the objectives of Development Plan policies, including:

Core Strategy Policy CS3 ‘Other highly accessible areas’ states that the Council will promote appropriate development in the designated Central London Area. The proposal is considered to be of suitable scale and character for the area in which it is situated and contributes to other Council aspirations including providing appropriate community and environmental benefits, and takes into account amenity and community safety, as required by the policy.

Policy CS9 ‘Achieving a Successful Central London’ seeks to support and promote the Central London area of Camden as a successful and vibrant part of the capital to live in, work in and visit. The Council also seek to ensure through the application this policy that proposals contribute to London’s economic, social and cultural role while meeting the needs of local residents and respecting their quality of life. The principle behind the proposal shares this objective.

The proposal represents a continuation of British Land’s ongoing and longstanding commitment to improve the public realm offer at Regent’s Place, to include enhancing the vibrancy and civic use of the plaza. In turn, this will increase footfall for the surrounding ground floor businesses bringing economic benefits to the area. To note, British Land have also engaged with Origin Housing who manage the affordable housing at Regent's Place, who are keen to promote this to their occupiers. They feel the proposal will significantly help towards creating a great community used by all at Regent's Place.

Amenity

Policy CS5 ‘Managing the impact of growth and development’ and Development Policy DP26 ‘Managing the impact of development on occupiers and neighbours’ both seek to protect the amenity of Camden’s residents, workers and visitors.

The proposed screen structure seeks to enhance the general amenity of the above user groups, by increasing the use and vitality of a civic open space within its existing capacity, for its intended function.

There are no negative impacts foreseen from the proposal in relation to amenity:

- No residential dwellings directly adjoin or overlook the plaza. The nearest residential units are located 1) across the busy and wide Euston Road, from which typical daytime activities in the plaza are barely visible and not audible in the Summer months; 2) The Triton Building, 20 Brock Street, is set back and located north east of the plaza with only the south and west facing residential units located on the very top floors of this 26 storey building having views of the open space.
- Discrete structure assembly and dismantling process, comprising very minimal activity and disruption.
- Sociable screening hours are proposed (08:00 – 22:00). Screenings will not take place every day over the proposed temporary period and will only be used intermittently on the days when screenings do take place.
- Upon installation, the screen speakers will be fully tested by a sound engineer.
- The plaza is already well used by local office workers throughout the working day, particularly during the summer months, and the congregation of people in this location is therefore not unusual, and indeed, aligns with its intended civic function.
- Based on previous year’s screenings and the proposed low key advertising campaign, the structure is not expected to attract large numbers of people to the plaza beyond existing, typical use. There are no additional temporary facilities proposed in association with the screenings that would encourage viewers to the square outside of the viewing times.

In light of the points outlined above and given that the screen structure is only proposed to be in place for a temporary period, it is considered that there will be minimal, if any, adverse impact to existing residents and office workers, and visitors alike. Indeed, the feedback received by Regent’s Place Management Company Ltd in previous years has been overwhelmingly positive. The proposal is therefore considered to comply with the above Development Plan policies regarding amenity.

Design

The relatively small scale and discrete design of the structure relative to its surrounding context, combined with its temporary nature, is considered acceptable and in conformity with the Boroughs design policies CS14 ‘Promoting high quality places and conserving our heritage’ and DP24 Securing high quality design, and ‘Camden Planning Guidance (CPG) 1: Design.’

Safety

Encouraging use of the civic open space will improve public safety through increased overlooking in conformity with Policies CS17 ‘Making Camden a safer place’, and DP24 ‘Securing high quality design’. The screen will not be visible from Euston Road and therefore in no way a hazard to drivers.

The services of a security firm will be employed during the temporary period to ensure the structure is not tampered with by members of the public, while in situ.

Advertisements

Policies CS14 'Promoting high quality places and conserving our heritage' and DP24 'Securing high quality design and CPG1 'Design' also provide guidance on the acceptability of advertisements in the Borough. Regard has also been given to National Planning Practice Guidance on this matter.

Branded Vinyl Wrap

As stated above, the design of the branded vinyl wrap is still being finalised but is expected to comprise of colour images and some wording, typical of poster advertisements for a non-alcoholic beverage or similar. An example of the branded vinyl wrap from last year's can be seen on the enclosed drawings.

Public safety has led the design of the vinyl wrap advertisement, with the Euston Road facing façade of the structure being left blank, and the entire surface not being illuminated in any way. The smaller advertisement space on the sides of the structure will be visible from a distance from Euston Road, but these will be no more distracting and set considerably further back from the road than, for example, a non-illuminated bus stop advertisement.

With regard to amenity considerations, the relatively small scale of the advertisement and anticipated style is considered acceptable in the surrounding high-rise, commercial context.

LED Screen Adverts

In terms of public safety and amenity considerations, the intermittent, moving picture advertisements proposed on the screen are considered acceptable for the following reasons:

- The relatively modest size of the screen relative to the surrounding built environment.
- The screen faces on to a civic space which is surrounded by commercial buildings, and is not visible from Euston Road, posing no distraction to road users or residents.
- Adverts will only be shown on the screen intermittently within the proposed sociable screen operating hours (08:00 – 22:00), during the temporary period.

We trust you will find this application to be acceptable. We look forward to receiving confirmation of validation of the application and would ask you to contact Georgina Redpath or Tom Horne at the above office if you require any further information.

Yours sincerely,

DP9 Ltd.

Encs.