

Miss Georgina Redpath
DP9 Ltd
100 Pall Mall
London
SW1Y 5NQ

Application Ref: **2017/1408/P**
Please ask for: **Laura Hazelton**
Telephone: 020 7974 **1017**

11 April 2017

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 3rd June 2017 and 3rd September 2017.

Drawing Nos: 001, 002, 003, Planning statement reference GAR/DF/TH, Proposed TV Schedule, LED screen specifications received 09/03/2017, indicative pictures received 09/03/2017 and 3D model document received 09/03/2017.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The structure hereby permitted is for a temporary period only. It shall be installed no earlier than the 3rd of June 2017 and removed from the site in its entirety before 3rd September 2017 as per the approved details.

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.

- 2 The structure hereby permitted is for a temporary period only and shall be removed and the site made good on or before 3rd September 2017.

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 show screenings outside the following times: 0800hours to 2200hours.

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 2017/1461/A). It is proposed that the screen be located for a temporary period from the 3rd of June 2017 until the 3rd September 2017 showing intermittent cultural and sporting events.

The site is not located within a conservation area and as the structure would be located for a temporary basis it would not unacceptably detract from the character and appearance of the plaza or the 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; policies DP19, DP24, DP26 and DP28 of the London Borough of Camden Local Development Framework Development Policies; D1, A1 and A4 of the Camden Local Plan Submission Draft 2016 and the Euston Area Plan. The proposed development also accords with The London Plan 2016 and the National Planning Policy Framework 2012.

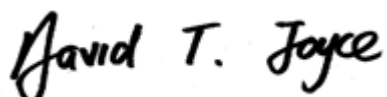
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).
- 3 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Compliance and Enforcement team [Regulatory Services], Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 4 The emerging London Borough of Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

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



David Joyce
Director of Regeneration and Planning