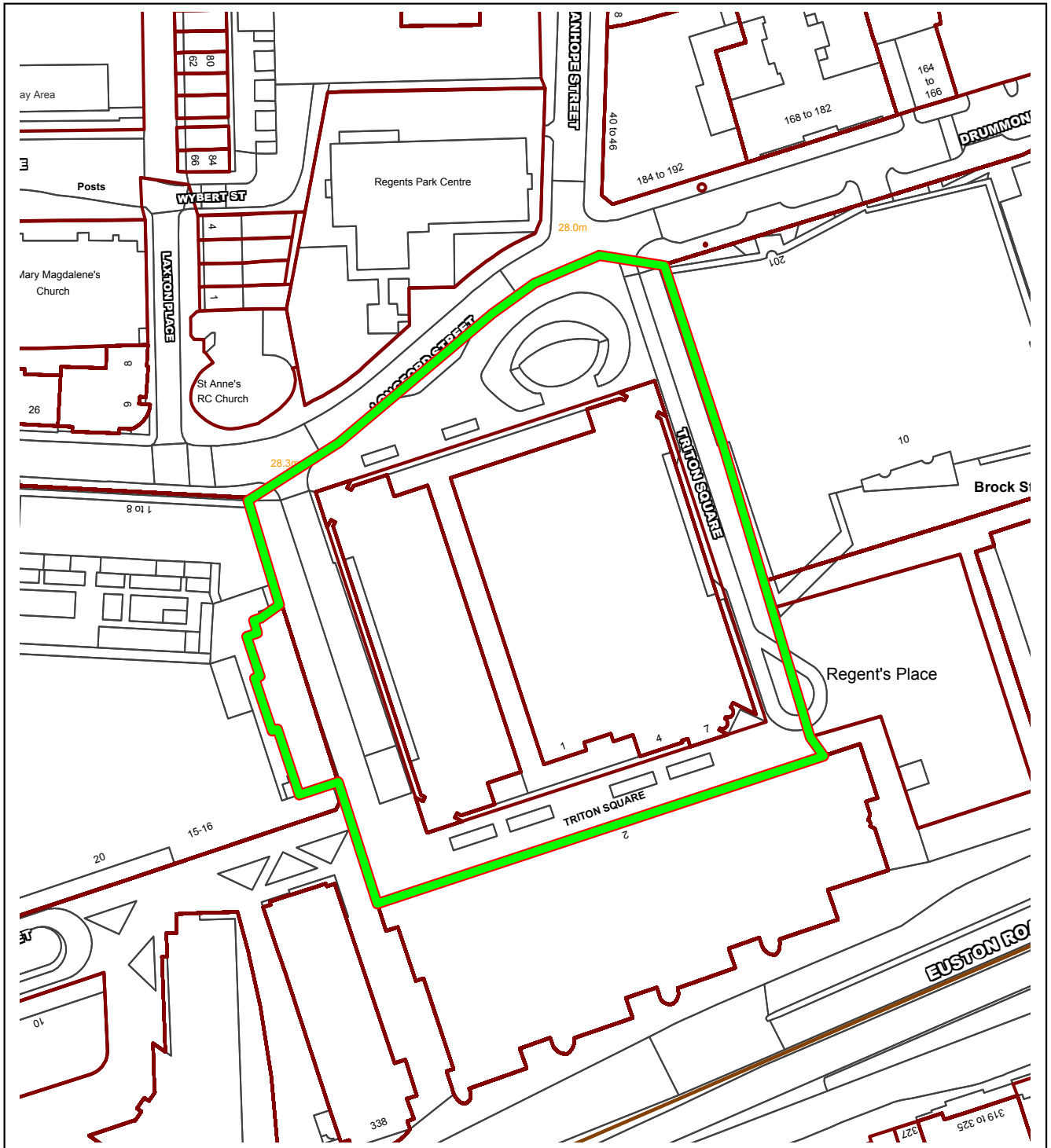


1 Triton Square - 2018/1306/A



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Proposed design visuals for each elevation of 1 Triton Square



1. North elevation (Longford Street)



2. East elevation (1 Triton Square)



3. South Elevation (1 Triton Square)



4. East elevation (1 Triton Square)

Delegated Report (Members Briefing)		Analysis sheet	Expiry Date:	09/05/2018
		N/A	Consultation Expiry Date:	
Officer			Application Number(s)	
David Peres Da Costa			2018/1306/A	
Application Address			Drawing Numbers	
1 Triton Square LONDON NW1 3DX			See Draft Decision Notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Temporary display of externally illuminated vinyl signs on street level hoarding around 1 Triton Square from 14/03/2018 to 14/03/2021.				
Recommendation(s):	Grant advertisement consent			
Application Type:	Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
Summary of consultation responses:	There is no statutory requirement to consult on advertisement consent applications. Nevertheless, residents or local groups can comment or object to this type of application. No objections have been received from neighbouring occupiers.					
CAAC/Local groups* comments: <small>*Please Specify</small>	<p>Drummond Street Tenants' and Residents' Association - object</p> <p>Object to the proposed advertising hoarding on the north side of 1 Triton Square, facing Longford Street.</p> <p>Instead, British Land should be required to display photographic images of greenery to replace the greenery that has been removed – as can be seen at the corner of Chester Gate, for example. We have already lost an incredible amount of green space and trees in this area because of HS2.</p> <p><i>Officer's response: The current advertisement consent application relates to a temporary hoarding which is already in place around a commercial construction site not located within a Conservation Area, and at present displays advertisements under permitted development rights. The existing hoarding could otherwise retain the currently displayed advertisements or feature alternative advertisements under permitted development rights, without any requirement for express consent. The residents' comment does not object to the content of the proposed advertisements itself, but rather suggests an alternative proposal. Nevertheless, it is considered that the application as submitted would not harm visual amenity and would be appropriate to its context. The applicant has advised they are likely to apply for an update to the current hoarding proposal over the course of the development project, in order to refresh it and will endeavour to consider residents thoughts on the design.</i></p>					

Site Description

The site is occupied by a 7 storey building (plus basement) with a large central atrium over what would have been a trading floor at first floor level with crèche and gym at ground floor level and plant at basement and 7th floor level (roof). The site sits within Regent's Place (a 13-acre site) which, whilst predominantly an office development, includes a mix of uses, including retail, a theatre (Diorama Theatre) and residential and a series of public spaces including the Regent's Place Plaza.

The site also includes Longford Square (to the north of the 1 Triton Square).

The sites does not fall within a conservation area but to the east of the site is the Regent's Park Conservation Area (the boundary is on the west side of Laxton Place).

The site falls within the Central Activities Zone (CAZ), Euston Opportunity Area and the Euston Area Plan.

Relevant History

9003269: Planning permission was granted on appeal 9/11/90 for the 'Redevelopment in outline of the site by the erection of a building comprising 290,000 sq. ft. of predominantly office accommodation inclusive of a design centre and studio and mixed uses including a sports unit at ground floor level'.

2016/6069/P: Erection of 3 storey extension at roof (6th floor) level of 1 Triton Square to provide additional office floorspace (Class B1) with relocated plant above, creation of roof terraces at 6th floor level, reconfiguration of ground floor including infill of Triton Square Mall including flexible retail (A1, A3 and A4), affordable workspace (B1) and reprovision of gym (D2); erection of part 6, part 9 storeys residential building to provide 22 flats (10 x 3-bed, 11 x 2-bed and 1 x 1-bed) (Class C3) following demolition of St Anne's Church (Class D1); hard and soft landscaping including garden at junction of Longford Street and Triton Square; reconfigured vehicle and pedestrian accesses; and other ancillary works. Granted Subject to a Section 106 Legal Agreement 21/11/2017

Relevant policies

NPPF

London Plan consolidated with alterations 2016

Camden Local Plan 2017

Policy A1 Managing the impact of development

Policy D1 Design

Policy D2 Heritage

Policy D4 Advertisements

Camden Planning Guidance

Advertisements (March 2018)

Assessment

1. Proposal

- 1.1. Planning Permission was granted on the 21st November 2017 for redevelopment of 1 Triton Square and St Anne's Church. Initial works have begun on site and a 2.4m high hoarding has been installed around 1 Triton Square under permitted development (Part 4, Class A of The Town and Country Planning General Permitted Development Order 2015).
- 1.2. This application seeks consent for the installation of advertisements on the hoarding (along each elevation) around the perimeter of the '1 Triton Square' part of the construction site. This would comprise a 102m advertisement hoarding to the south, a 67m hoarding to the west, a 110m hoarding to the east and a 70m hoarding to the north.
- 1.3. The painted timber hoardings are proposed to have vinyl graphics featuring advertisements directly applied. The coloured vinyl graphics include: '*We are changing*', '*One Triton Square*', '*It's Business as Usual*' and '*We know it's looking a little bit different around here, but don't worry, all our great retailers, restaurants and partners are open as usual*'. The hoarding advertisement will be illuminated, with static bulkhead LED lights installed along the top trim of the hoarding at a spacing of 5m. Red LED lighting will be used to illuminate the hoardings on the northern elevation, whilst white LED lighting will illuminate the east, west, and southern hoardings. This red lighting is in recognition of the siting of Longford Street, a vehicular traffic route, adjacent to the northern perimeter of the hoarding.

2. Assessment

- 2.1. The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.
- 2.2. Amenity
- 2.3. Policy D4 of the Local Plan specifies that advertisements must respect the form, fabric, design and scale of their setting and preserve the character and amenity of the area. The scale of the advertisements proposed are proportionate to the development site and will improve the amenity of the immediate area, providing visual interest and communicating information about the development with passers-by during the construction period on site. The proposed advertisements would mitigate against what would otherwise be a blank frontage during the construction of the development and are relative in scale to the development site. They will only be featured on the construction hoarding, which will be in place to provide safety and protection to the public throughout the development. The advertisements will only be in place whilst the construction hoarding is erected, and any minimal impact on the character of the area would be of a temporary nature. The application seeks consent for a 3 year period. This would be secured by condition. The proposed advertisement hoardings would be located in an area which is predominantly in commercial use and would accord with Policy D4 and Camden Planning Guidance: Advertisements 2018.
- 2.4. Public safety
- 2.5. The proposed externally illuminated hoarding would have no impact on public safety in the area.

3. Recommendation

3.1. Grant advertisement consent

DISCLAIMER

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Tuesday 29th May 2018, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

DP9 Ltd
100 Pall Mall
London
SW1Y 5NQApplication Ref: **2018/1306/A**
Please ask for: **David Peres Da Costa**
Telephone: 020 7974 **5262**

8 May 2018

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent GrantedAddress:
**1 Triton Square
LONDON
NW1 3DX****DECISION**Proposal:
Temporary display of externally illuminated vinyl signs on street level hoarding around 1 Triton Square from 14/03/2018 to 14/03/2021.Drawing Nos: Hoarding Plan - "Next Big Thing" dated 9th March 2018; Site location plan;
Cover letter prepared by DP9 dated 14 March 2018

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

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Executive Director Supporting Communities



- 2 No advertisement shall be sited or displayed so as to
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The advertisement hereby permitted shall be displayed for a temporary period only and shall be removed on or before 14/03/2021.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policies D1 and D4 of the Camden Local Plan 2017.

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 in regard to your rights of appeal at:

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

Yours faithfully

Director of Regeneration and Planning