

Application ref: 2018/1953/P
Contact: Laura Hazelton
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Date: 19 June 2018

Development Management
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DP9 Ltd
100 Pall Mall
London
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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 a pop-up bar, storage facilities and a structure incorporating an LED screen and associated advertisements for a temporary period between 1st June 2018 and 1st September 2018.

Drawing Nos: 001 (dated 22 April 2018), 001 (dated 10 March 2018), 002, 005, RPSUM02, RPSUM04, Planning statement dated 24 April 2018 and Fonix Technical Specifications Document.

The Council has considered your application and decided to grant permission subject to the following conditions:

Conditions and Reasons:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans: 001 (dated 22 April 2018), 001 (dated 10 March 2018), 002, 005, RPSUM02, RPSUM04, Planning statement dated 24 April 2018 and Fonix Technical Specifications Document.

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

- 2 The structures hereby permitted are for a temporary period only and shall be removed and the site made good on or before 1st September 2018.

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 D1 of the London Borough of Camden Local Plan 2017.

- 3 The LED screen hereby permitted shall not be operated 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 A1 and A4 of the London Borough of Camden Local Plan 2017.

- 4 The temporary bar hereby permitted shall not operate outside the following times: 1130 hours to 23:00 hours.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017.

- 5 No external tannoy or public address systems shall be used unless details have been submitted to and approved in writing by the Local Planning Authority. Any systems/processes shall then be implemented in accordance with the approved details.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017.

- 6 Noise levels at a point 1 metre external to sensitive facades shall be at least 10dB(A) less than the existing background measurement (LA90), expressed in dB(A) when all plant/equipment (or any part of it) is in operation unless the plant/equipment hereby permitted will have a noise that has a distinguishable, discrete continuous note (whine, hiss, screech, hum) and/or if there are distinct impulses (bangs, clicks, clatters, thumps), then the noise levels from that piece of plant/equipment at any sensitive façade shall be at least 15dB(A) below the LA90, expressed in dB(A).

Reason: To safeguard the amenities of the the area generally in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017.

Informatives:

- 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 5.7m wide x 3.2m deep x 5.5m high. The LED screen would measure 2.5m x 4.4m and would face north towards 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 2018/2361/A). It is proposed that the screen be located for a temporary period from the 1st June 2018 until the 1st September 2018 showing intermittent cultural and sporting events. The

pop up bar would be located nearby, on the western side of the plaza and would be constructed of white timber panels with a shingle tile pitched roof. The associated storage shed would be located beneath an existing raised sculpture.

The site is not located within a conservation area and as the structures would be located for a temporary basis they 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. Permission is granted subject to conditions limiting the hours of operation of the screen and bar, to prevent the use of loudspeakers and to ensure noise levels do not exceed Camden's noise standards. Given the siting of the proposal, the recommended noise conditions and the temporary nature of the development it would not cause harm to the amenity of neighbouring residents.

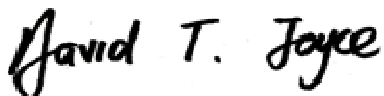
The planning history of the site has been taken into account when coming to this decision. No objections were received prior to making this decision. The Designing out Crime Officer and the Council's Environmental Health Officer have confirmed they have no objections to the proposals.

As such, the proposed development is in general accordance with policies C5, D1, A1 and A4 of the London Borough of Camden Local Plan 2017 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 that 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, Judd St, Kings Cross, London NW1 2QS (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.

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.

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning