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**APPLICATION FOR PLANNING PERMISSION AND CONSENT TO DISPLAY
ADVERTISEMENTS FOR A TEMPORARY PERIOD AT REGENT'S PLACE PLAZA
AND LAND TO THE EAST OF OSNABURGH STREET, LONDON, NW1
MOBILE 'POP-UP' HAIR SALON**

We write on behalf of our client, BL Triton Residential Limited, to submit an application for planning permission and advertisement consent via the Planning Portal in relation to the above site, for the following description of development:

“Temporary permission for the erection of a mobile trailer in two locations within Regent's Place Estate to be used as a ‘pop-up’ hairdressers (Use Class A1).”

The application comprises of the following documentation:

- Completed application form;
- The requisite application fee;
- Planning Statement set out in this Covering Letter below;
- Planning drawings as listed below:
 - Location Plan @ 1:500
 - Proposed Site Plan Regent's Plaza @ 1:200
 - Proposed Site Plan Osnaburgh St @ 1:200
 - Proposed External Elevations @ 1:50; and
- Design and Access Statement, prepared by Studio Evans Lane

Site Description and History

This planning application relates specifically to the following two locations within the Regent's Place Estate (refer to the submitted Location Plan for exact details of the land to which the application relates):

- 1) Land at Regent's Place Plaza; and
- 2) Land immediately to the east of Osnaburgh Street and west of 10 Triton Street.

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. The redevelopment of 1 Triton Square and St Anne's Church was granted planning permission in November 2016 (ref: 2016/6069/P) and works commenced in March 2018. 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, Regent's Place Plaza is enclosed by several tall office buildings including 10 Brock Street to the North, Euston Tower to the east, and 1 Triton Square and 2 Triton Square to the West. As noted above 1 Triton Square is currently undergoing redevelopment. To the south, the plaza is bounded by Euston Road, which at this point extends nine lanes in width and at its centre includes the four lane vehicular ramp sloping eastwards towards the crossroad underpass at the junction with Tottenham Court Road. The plaza is entirely pedestrianised other than a vehicular drop off/pick up point to the west in-front of 1 Triton Square, which is being removed under the current redevelopment project. 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.

The land to the east of Osnaburgh Street and to the west of 10 Triton Street is an area of public realm that is utilised as a pedestrian thoroughfare between Euston Road and Triton Street, with areas of hardstanding and soft landscaping. The footway width varies along this stretch of public realm and the proposed development is to be located at the widest point where the existing planting beds narrow.

Context to the Proposed Development

The underlying concept of the proposed development is to provide an attractive facility to accommodate a well-established hair salon on the Regent's Place Estate for local residents, workers and visitors alike during the refurbishment of 1 Triton Square, which is currently undergoing redevelopment. Don Lefteri (Air, Set Hair) had been operating a hair salon for over 15 years from the Ground Floor of 1 Triton Square, located within and ancillary to the now closed Regent's Place Health Club. The success and popularity of the hair salon has prompted the estate owners, British Land, to seek innovative alternatives to provide accommodation for the Hair Salon on the Estate on a temporary basis, whilst 1 Triton Square undergoes its major refurbishment which is expected to be ongoing for approximately three years. A number of options were explored prior to settling on a 'pop-up' mobile Hair Salon as the most appropriate solution.

The Proposed Development

Permission is sought for the temporary erection of a mobile trailer to be used as a hair salon for a three year period from the date of installation (which will occur as soon as reasonably practical should planning permission and advertisement consent be granted). The proposed timeframe is intended to align with the three year commercial arrangement between BL and the tenant from the date of installation – a four year temporary permission is therefore applied

for. As above, the mobile trailer is proposed in two locations within the Regent's Place Estate. Specifically, on the south of Regent's Place Plaza, just to the north of, and backing onto, the raised grass area of public realm, and on land to the east of Osnaburgh Street and west of 10 Triton Street. The mobile hair salon will be moved between the two proposed locations, with the intention for the salon to be located within the Plaza in the winter months and adjacent 10 Triton Street in the summer months.

The proposed movable structure is a 7m(l) x 2.3m(d) x 3.4m(h) trailer designed by architects Studio Evans Lane. A high quality internal fit out with space for three chairs/hair stations to meet the needs of the operators is proposed. The pop-up trailer is to be constructed of anodised aluminium with sliding perforate aluminium panels on one length, giving a robust and high quality finish utilising recyclable materials.

Despite being a temporary structure, the proposed development has been designed to provide inclusive access for all. The 'pop-up' hair salon can be accessed from ground level via steps and the trailer has been designed to incorporate a demountable light weight ramp which can be extended to allow access for users in need of step-free access when required.

The 'pop-up' salon has also been designed with aspirations for sustainable design, with recyclable materials used to create the structure. All inorganic waste will be sorted within the unit for recycling.

The trailer can hold 350litres of clean water and 350 litres of grey water to meet the daily operation needs of the salon and the disposal of waste water will be facilitated through existing connections on the Estate.

The siting and size of the structure ensures sufficient footway is maintained around the structure and the proposed development will increase the vitality of civic space at Regents Place, whilst providing a high quality and innovative space for an independent small business offering a valued service for residents and nearby workers alike.

Branding for the hair salon, as illustrated on the accompanying drawings, is to be featured on the elevations of the trailer through the use of a vinyl transfer system. Advertisement consent for this element of the proposals is therefore sought.

Planning Policy Considerations

Camden Local Plan (2017) 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 of 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 proposed development will enhance the vitality and use of civic space within the Regent's Place Estate in harmony with the existing functions and uses on the Estate. The proposals have been developed for the benefit of local residents and workers, and to accommodate an existing business during the ongoing refurbishment of 1 Triton Square. The proposals are considered acceptable in principle, particularly within the Central London Area.

The relatively small scale, discrete and high quality design of the proposed trailer, relative to the surrounding context, combined with its temporary nature, is considered acceptable and in conformity with Policy D1 'Design'. In accordance with Policy D1, the proposals represent

sustainable design through the use of recyclable materials. The structure could also be relocated in the future following the proposed temporary period due to its portable nature.

The proposal will not have any adverse impacts on the amenity of the local community, occupiers or neighbours. The proposed siting of the trailer is not in close vicinity of any residential properties. In addition, the salon will operate at sociable opening hours (exact times to be confirmed) and does not constitute a noisy or antisocial use. The proposal is therefore in accordance with the Council's Amenity policies, including Policy A1.

Policy C6 'Access for All' promotes fair access and seeks to remove barriers that prevent everyone from accessing facilities. The proposed development has been designed to be accessible to all, with alternative step-free access incorporated into the final design.

Policy E1 'Economic Development' seeks to support businesses of all sizes, in particular small and medium sized enterprises. This policy also recognises the importance of employment generating uses such as retail to the overall economy. The proposals have been specifically developed to facilitate the ongoing operation of a small independent business, providing temporary premises during the redevelopment of 1 Triton Square. The proposals are therefore supported by Policy E1.

Regent's Place Plaza is public open space as designated on Camden's Policy Map (ID 294). Policy A2 seeks to enhance and improve access to open spaces. Small scale development associated with the use of land as open space will be supported where it meets a demonstrable need. There is a need for the proposed development to temporarily accommodate an existing business during the redevelopment of 1 Triton Square. The proposed pop-up hair salon is consistent with Regent's Place Plaza as a multi-functional civic space and will attract people to visit and make use of the plaza. The proposals will not detract from the existing function and use of the open space and will increase its vitality and interest. As permission is sought to erect the proposed trailer in two locations, this will allow the structure to be flexibly located in order to accommodate future activities or use of Regent's Place Plaza if necessary; the proposals will not compromise the use of the Plaza as an open space.

Policies D4 'Advertisements' provides guidance on the acceptability of advertisements in the Borough. The advertisements to be featured on the proposed structure, relating to the proposed use of the trailer as a 'pop-up' hairdressers, will preserve the character and amenity of the area as they have been seamlessly incorporated into the design of the proposed development. There will be no illumination of any advertisements and their subtle, discrete nature means there will be no adverse impact on highways safety.

The principle of a portable structure to be used for a hairdresser's (Class A1) is appropriate due to the site's location within the 'Central London Area'. The small-scale nature of the proposals, which will provide 14sqm (GIA) of A1 floorspace on a temporary basis, are also a material consideration in determining the acceptability of the proposal.

Concluding Remarks

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 Dan Fyall at the above office if you require any further information.

Yours sincerely,

DP9 Ltd.

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Encs.