

20 06 2019

Development Management

Camden Town Hall Extension

Argyle Street

London

WC1H 8EQ

**For the attention of Laura Hazelton**

Dear Laura

**APPLICATION FOR PLANNING PERMISSION FOR ERECTION OF POP-UP BAR, STORAGE FACILITIES AND STRUCTURE INCORPORATING LED SCREEN AND CONSENT TO DISPLAY ADVERTISEMENTS FOR A TEMPORARY PERIOD BETWEEN 25th MAY 2019 AND 25th AUGUST 2019 AT REGENT’S PLACE PLAZA, LONDON, NW1 3BH**

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:

*‘Erection of a pop-up bar, storage facilities and a structure incorporating an LED screen for a temporary period between 25th May 2019 and 25th August 2019*

The application comprises of the following documentation:

* Completed application form;
* The requisite application fee for £594.00;
* Planning Statement set out in this Covering Letter below;
* Planning drawings as listed below:
* Location Plan
* Site Plan
* Plans and Elevations of Proposed Screen
* Plans and Elevations of Proposed Pop up Tipi & Bar
* Plans and Elevations of Proposed Storage Structure
* Manufacturer’s Screen Specification: FONIX

Please also find enclosed photographs of the tipi and bar. 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. 1 Triton Square is currently undergoing redevelopment. 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 previous summer 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 2019, to allow its benefits to be enjoyed by the local community and visitors again and to host the London Green Film Festival – a 10 day event with screenings of films and documentaries on sustainability broadcast daily at 12:30 and 6pm happening on Wednesday 17th to Friday 26th July 2019. We will also be hosting two local primary schools (Netley Primary and Richard Cobden) to showcase films as part of their annual Creative Curriculum programme on the 9th July, and these will be shared on repeat throughout the summer. On 24th July, we will host Safer Streets Camden, a partnship with NW5 and Kentish Town.

**The Proposed Development**

This application seeks planning permission to erect a pop-up bar, associated storage structure and a structure incorporating an LED screen for a temporary period between 10th June 2019 and 25th August 2019 at Regent’s Place Plaza. Advertisement consent is also sought to display branded motion picture advertisements on the screen.

Size and Location of Temporary Screen 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 5680 (w) x 3180mm (d) x 5460mm (h) (refer to the enclosed drawing). The LED screen measures 2450mm x 4380mm and will sit within the north, plaza facing façade of the structure. Th Structure will be painted with an eco-friendly natural VOC free paint meaning there are zero toxic emissions to the air.

Size and Location of Temporary Pop-up Bar and Storage

The pop-up bar will be located at the centre of the plaza square. The proposed bar is to be constructed of a summer tipi (following the success of the winter retreat in Dec 2019) and the servery of the bar itself is 4 metres long constructed of reclaimed timber panels and white tiles. The storage area to be located underneath the existing elevated statue and measures 2020mm (d) x 1590mm (w) x 2400mm (h).

Installation and Removal of Temporary Structures

The proposed structures will be installed from the 25th May 2019. To assemble the screen structure, the wooden frame 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 painted in eco-friendly natural VOC free paint meaning there are zero toxic emissions to the air with branded messages displayed to communicate the London Green Film Festival. The surface is non-illuminated and therefore will not distract drivers on the adjacent Euston Road.

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 screen will be removed 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. The pop-up bar and ancillary storage structures will be erected and dismantled on site. Dismantling will take place on the Saturday 24th & Sunday 25th August 2019.

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.

Use of LED Screen

In accordance with previous 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 broadcasting schedule).

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.

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.

Operating hours of 11am – 23:00 are sought for the pop-up bar.

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 screen structure in a similar location for a similar purpose, in the past. The proposal will meet the objectives of the Local Plan policies, including:

Local Plan Policy C1 ‘Health and Wellbeing’ states that the Council will promote strong and vibrant communities by requiring development to positively contribute to creating active and safe places. The proposal is considered to be of suitable scale and character for the area in which it is situated and contributes activating the civic space and increasing public surveillance in an open area. The local community will benefit from the provision of high quality development which will provide the opportunity to engage with cultural sporting events.

Policy A2 ‘Open Space’ states that small scale developments which is associated with the use of land as open space and contributes to its use and enjoyment by the public will be supported. The successful proposals for placing a screen in the Plaza in previous years demonstrate there is a demand within the local community for the proposed development.

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 Bruton Street Management, who are keen to promote this to their occupiers and we feel that this will significantly help towards creating a great community used by all at Regent's Place.

Amenity

Policy A1 ‘Managing the impact of development’ seeks to protect the amenity of Camden’s residents, workers and visitors. The proposals seek 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 operating hours are proposed (Screen: 08:00 – 22:00 and pop-up bar: 22:30-23:00). 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 proposals are not expected to attract large numbers of people to the plaza beyond existing, typical use.

In light of the points outlined above and given that the structures are 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 Local Plan policies regarding amenity.

Design

The relatively small scale and discrete design of the proposed structures relative to their surrounding context, combined with its temporary nature, is considered acceptable and in conformity with the Boroughs design policies D1 ‘Design’.

Safety

Encouraging use of the civic open space will improve public safety through increased overlooking in conformity with Polices C5 ‘Safety and Security’. The screen will not be visible from Euston Road and therefore in no way a hazard to drivers. The policy also requires organisations providing food and drink to take responsibility for reducing opportunities for crime through effective management and design. In acknowledgement of this, 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 and to effectively manage the plaza. The pop-up bar will stock and serve beverages exclusively in plastic containers and there will be no glass permitted on site.

***Advertisements***

Policies D4 ‘Advertisements’ and provides guidance on the acceptability of advertisements in the Borough. The vinyl wrapped advertisement featured on the temporary screen structure will preserve the character and amenity of the area. The advertisement will not be illuminated. Regard has also been given to Camden Planning Guidance ‘Advertisements’ on this matter.

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.

Servicing

The management of waste and schedule of deliveries associated with the bar will be fully integrated into the existing day to day operations of the Regents Place waste management and delivery strategy. No additional servicing requirements are created as a result of the proposals.

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 Ben Murphy or Tom Horne at the above office if you require any further information.

Yours sincerely,

**DP9 Ltd.**

Encs.