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**For the attention of Laura Hazelton**

Dear Laura

**APPLICATION FOR PLANNING PERMISSION FOR ERECTION OF A STRUCTURE INCORPORATING LED SCREEN AND CONSENT TO DISPLAY ADVERTISEMENTS FOR A TEMPORARY PERIOD 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 structure incorporating an LED screen for a temporary period.”*

The application comprises of the following documentation:

- Completed application form;
- Planning Statement set out in this Covering Letter below;
- Planning drawings as listed below:
  - Location Plan
  - Site Plan
  - Plans and Elevations of Proposed Screen
- Manufacturer's Screen Specification: FONIX

**Site Description and History**

Regent's Place Plaza is a vibrant civic space at the centre of British Land's (BL) Regent's Place Campus – 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.

At present, an application for planning permission is pending determination for public realm improvement works across the Regents Place Campus (Ref. 2019/5154/P), which include interventions within Regents Place Plaza. Due to anticipated construction activity associated with the planned public realm improvement works in the vicinity, permission is sought for the erection of the temporary screen for a slightly longer period than in previous years.

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 Policies Map 2017. 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 2020 for a temporary period between 30<sup>th</sup> April 2020 and 31<sup>st</sup> October 2020, to allow its benefits to be enjoyed by the local community and visitors again.

In recent years, the proposals at Regent's Place Plaza have included provision for a temporary pop-up bar and associated storage boxes alongside the temporary screen structure. For the avoidance of doubt, this application seeks permission for the erection a temporary screen structure and LED screen only. A further application relating to the pop-up bar and associated storage will be submitted in due course.

### **The Proposed Development**

This application seeks planning permission to erect a structure incorporating an LED screen for a temporary period between 30<sup>th</sup> April and 31<sup>st</sup> October 2020 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. The Structure will be painted with an eco-friendly natural VOC free paint meaning there are zero toxic emissions to the air.

## Installation and Removal of Temporary Structures

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. 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.

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.

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 film and sports screenings – advertisement consent is therefore 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.

## 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 to 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). 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 structure 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 Policies C5 'Safety and Security'. The screen will not be visible from Euston Road and therefore in no way a hazard to drivers.

### 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.

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

Yours sincerely,

*DP9 Ltd.*

**DP9 Ltd.**

Encs.