

Application ref: 2020/0642/P
Contact: Rachel English
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Date: 11 May 2020

Development Management
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DP9 Ltd
100 Pall Mall
London
SW1Y 5NQ

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 structure incorporating an LED screen for a temporary period until 31st October 2020.

Drawing Nos: Location plan, 001, 002, Fonix Technical specifications 4.8mm, cover letter by DP9 dated 7th January 2020.

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

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: Location plan, 001, 002, Fonix Technical specifications 4.8mm, cover letter by DP9 dated 7th January 2020.

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

- 3 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.

- 4 The LED screen hereby permitted shall not be operated outside the following times: 0800hours to 2200hours. The screen will be switched off when no events are planned.

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 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.

- 6 The structures hereby permitted are for a temporary period only and shall be removed and the site made good on or before 31st October 2020.

Reason: The type of structure is not one that 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.

Informative(s):

- 1 Reasons for granting permission:

The proposed temporary development follows similar temporary permissions granted in 2015, 2016, 2017, 2018 and 2019. 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 5.68m wide x 3.18m deep x 5.46m high. The LED screen would measure 2.45m x 4.38m and would sit within the north of the Plaza. There would be technical equipment

inside with speakers on the side. The exterior would be wrapped in an advertisement vinyl (subject of advertisement application 2020/1574/A). It is proposed that the screen be located for a temporary period until 31st October 2020 showing various cultural and sporting events. In previous years the application has involved the installation of a pop up bar however this application is for the screen only.

The site is not located within a conservation area and as the structure 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, 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 following statutory consultation.

The proposed development is in general accordance with policies C5, D1, A1, A2 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 2019.

- 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. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice about your rights of appeal at:

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

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer