



GERALDEVE

One Fitzroy 6 Mortimer Street
London W1T 3JJ
Tel. +44 (0)20 7493 3338
geraldeve.com

London Borough of Camden
Planning Department
5 Pancras Square
London
N1C 4AG

27 February 2023

Your ref: PP-11682963

Dear Sir/ Madam,

**Regents Place Campus, Camden
Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended)
Town and Country Planning Act (As Amended) 1990
Application for Advertisement Consent and Full Planning Permission**

We write on behalf of our client, British Land Plc, to submit an application for advertisement consent and full planning permission in connection with the upgrade and installation of 8 digital totems and 1 digital social screen across the Regents Place Campus.

A full planning application and advertisement consent has been submitted via the planning portal, for the following works:

“The installation of 8 digital totems to replace the existing totems and the installation of 1 digital screen across the Regent’s Place Campus”

The works are proposed to enhance Regent’s Place Campus and active the public realm with useful directions and information.

The Site

The proposals relate to British Land’s Regents Place Campus located north of Euston Road. The site is bounded by Hampstead Road to the east, Longford Street to the north and Osnaburgh Street to the west. The site does not contain any listed buildings and is not located within a Conservation Area. The site is however located within close proximity of the Regent’s Place and Fitzroy Square Conservation Areas. The Regent’s Place campus is also within close proximity of Great Portland Street Station, Warren Street Station, and Euston Station.

The Campus is home to various commercial businesses, with coffee shops and restaurants at the lower levels to provide amenities for the employees in the area. The commercial operators are predominately office based however with the rise of the popularity and success of the Knowledge Quarter, there is an increasing demand for lab spaces within the campus.

Background and Context

British Land is seeking to digitally upgrade 8 totems across the Regent's Place Campus to replace the existing static signage totems. This would enhance the user's journey and provide a variety of services including wayfinding and engagement for occupiers, residents, and visitors.

The proposed social digital screen which overlooks the Plaza would live sport, news, weather, and travel information. This screen would replace the 'summer screen' which has been granted temporary permissions in the past on an annual basis.

The upgrade would also support the vision for Regent's Place to create a vibrant and active business-led mixed-use campus with a range of occupiers and complimentary uses.

Of particular importance is creating a clear wayfinding strategy so occupiers and visitors can move throughout the campus with ease. The need proposals is supported by research carried out by British Land in October 2019 which concluded that occupiers and visitors thought more signage would improve the Regents Place Campus.

Proposals

This full planning application and advertisement consent seeks approval for:

"The installation of 8 digital totems to replace the existing totems and the installation of 1 digital screen across the Regent's Place Campus"

This proposal consists of the following:

- 8 x illuminated non-static digital totems (1500mm x 800mm x 2650mm)
- 1 x illuminated non-static digital screen (7400mm x 1200mm x 7300mm)

It is proposed that the totems and digital screen would run 13 hours a day between the hours of 08:00 and 21:00. The LED screens are internally illuminated and have a maximum level of illuminance in day of 4800c/m² and minimum of 300c/m² in the evening. The screens have the ability to adapt and operate at varying luminance levels, for example on a bright sun daytime luminance can range between 2,500c/m² – 4.800c/m² and on a cloudy dull daytime & evening sunset, luminance can range between 300c/m² -800c/m², allowing the screens to be sensitively scheduled.

Pre-application Discussions

Pre application discussions were undertaken in 2022. It was agreed that the number of screens would be reduced. Furthermore, the proposed screens on the boundary of the Regent's Place estate would be set in from Euston Road and Hampstead Road. It was also agreed that one side of the double-sided totems would always be wayfinding. The second side would display Regent's Place / British Land advertisement content for 10 seconds every minute. The remaining 50 seconds will be sold to brands such as Sainsburys, Visa, Dyson, Virgin Group, GWR, Emirates, Heathrow Airport, and various others. The larger digital social screen would only display advertisements 20% of the time.

The proposed materials seek to complement the public realm. The totems would feature a timber slat parametric design to both faces with a slot cut out for the LED screen. The larger digital screen will be of a similar design and feature parametric timber slats.

The screens would have no sound but there may be a facility to transmit sound from screens to a personal enabled Bluetooth device.

The proposed signage seeks to enhance the Regents Place Campus and active the space with useful directions and relevant information. Further details on the signage are provided within the submitted drawings and Design Document.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the statutory development plan unless material considerations indicate otherwise.

The statutory development plan for the purposes of Section 38 (6) of the Planning and Compulsory Purchase Act 2004 comprises:

- The London Plan (2021); and
- The London Borough of Camden's Local Plan (2017).

For planning purposes, 'advertisement' is defined in section 336(1) of the Town and Country Planning Act 1990 (as amended) as: *"any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adapted for use and anything else principally used, or designed or adapted principally for use, for the display of advertisements."*

The key planning considerations affecting the Proposed Development include amenity and safety. The relevant policy background and considerations (including amenity, safety, and design) are set out below.

Design Assessment

Local Plan Policy D1 (Design) states that the Council will seek to secure high quality design in development. Relevant to this application, the Council requires that development:

- Part (a) respects local context and character;
- Part (b) preserves or enhances the historic environment and heritage assets;
- Part (e) comprises details and materials that are of high quality and complement the local character;
- Part (f) integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible, and easily recognisable routes and contributes positively to the street frontage; and
- Part (g) is inclusive and accessible for all.

The proposed signage has been designed to be complementary to and preserve the character of the local area and respond to the wider campus and public realm. The size, location and materials which are detailed within the supporting drawings are of high quality. In addition, the proposal will utilise sustainably sourced materials. The proposals seek to enhance and active the space throughout the Regent's Place Campus encouraging activation throughout the campus and wider area.

Advertisement Assessment

Local Plan Policy D4 (Advertisements) states that the Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. The Council will support advertisements that:

- a. preserve the character and amenity of the area; and
- b. preserve or enhance heritage assets and conservation areas.

The Council will resist advertisements that:

- c. contribute to an unsightly proliferation of signage in the area;
- d. contribute to street clutter in the public realm;
- e. cause light pollution to nearby residential properties or wildlife habitats;
- f. have flashing illuminated elements;
- g. or impact upon public safety.

Amenity

The proposed signage is of high-quality design using sustainable materials. The design is focused on integrating with the public realm, to create a complementary fixture that sit seamlessly within the wider environment. The timber slat cladding is shaped and offers an interesting visual aspect to the totems.

The proposed signage is not considered to constitute as clutter as it merely upgrades the existing totems across the estate. The proposal seeks to activate the space and create a more engaging environment for occupiers and visitors. The signage has also been strategically located as to not cause any issues to any neighbouring residents nearby. In fact, many of the occupiers and visitors consulted by British Land state that this enhancement is required in order to provide better signage throughout the site.

It is proposed that the totems and digital screen would run for 13 hours a day between the hours of 08:00 and 21:00. Therefore, there will be no disturbance throughout the night. In addition, the screens would have no sound, but there may be a facility to transmit sound from screens to a personal enabled Bluetooth device, therefore not negatively impacting amenity through noise disturbance. The proposal is therefore considered to be in accordance with Policy D4 of the Local Plan.

Illumination

The proposed advertisements will feature illumination however they would not unduly dominant the street scene, cause light pollution that disturbs residents at night, cause light pollution to wildlife habitats, or cause safety hazards to drivers. The brightness of the screens housed within each totem would be scheduled sensitively in the context of the Regent's Place estate, its occupiers, and residents.

The LED screens are internally illuminated and have a maximum level of illuminance in day of 4800c/m² and minimum of 300c/m² for the evening. The screens have the ability to adapt and operate at varying operational levels, for example on a bright sun daytime luminance can range between 2,500c/m² – 4.800c/m² and on a cloudy dull daytime & evening sunset, luminance can range between 300c/m² -800c/m². The proposals follow guidelines set out in the by the Institute of Light Engineers (ILE) in their report for 'The Brightness of Illuminated Advertisements'.

The screens would use 'True Black' technology, which eliminates any glare from an OLED product. It is therefore considered that the proposals are not considered to fall within the list criteria for advertisements which will be resisted as set out in Policy D4.

Impact on safety

The proposed advertisements would not impact upon public and highway safety as they are not located adjacent to any roads and the majority are integrated throughout the pedestrianised Regent's Place Campus. It is also worth noting that the signage, whilst it is not static, would not flash or cause any disruption.

Based on the above the signage would not impair sight lines to road users, reduce the effectiveness of a traffic sign or signal, result in glare and dazzle or distract road users, disrupt the free flow of pedestrian movement; or endanger pedestrians forcing them to step on to the road. Therefore, the proposals are considered in accord with Policy D4 Part (g).

Summary

This application seeks full planning permission and advertisement consent for the display of 8 digital totems and 1 digital social screen across the Regent's Place Campus. The purpose of this installation is to activate the space and provide wayfinding information so occupiers and visitors can move throughout the public realm with ease.

In relation to the planning application, it is considered that the proposals would respect the local context, be of high quality and integrate well within the surrounding area. In terms of the advertisement consent it is considered that the proposals would not negatively impact surrounding amenity or highways safety. Overall, it is considered that the proposals accord with Policies D1 (Design) and D4 (Advertisement) of the Local Plan.

Application Documents

The advertisement consent and full planning application has been submitted online via the planning portal. The following documents support the planning application:

- Application forms, prepared by Gerald Eve;
- Location Plan, prepared by Nex;
- Site Block Plan – Proposed, prepared by Nex
- Site Plan – Existing Plan, prepared by Nex;
- Totem Location Plans Existing – Demolition, prepared by Nex;
- Totem Location Plans – Proposed, prepared by Nex;
- Totem plan and elevation, prepared by StudioAble;
- Digital Screen plan and elevation, prepared by StudioAble and;
- Design Document, prepared by British Land.

The fee of £728.20 (including the £32.20 planning portal fee) for the full planning application and advertisement consent application has been paid online via the planning portal.

We trust that the application enclosed is acceptable and look forward to receiving confirmation of registration and validation. If you have any questions regarding the application, please do not hesitate to contact Sophie Hinton or Hannah Scott at this office.

Yours faithfully

Gerald Eve LLP

Gerald Eve LLP

shinton@geraldeve.com
Direct tel. +44 203 486 3493
Mobile +44 787 911 0755