

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/1604/A	Ed	02/06/2023 06:54:40	OBJ	Absolutely NOT - this whole area has been cheapened enough by the profiteering developers who have ruined this place. As a resident I don't want any more non natural LED lighting or for this area which gives me a headache - there is zero public benefit or interest here. these applications are pointless waste of time - big business always wins when camden council are involved so we know where this ends up.

Response 1: The LED light does not face the residential block; they can only see the back of the boxed screen, as the front of the screen faces the office space. The Screen comes on at 8am and turns off at 8pm. During Summer months these times are within natural daylight hours, so therefore would have minimal light pollution.

The local community have praised the screen in previous years, along with our retailers who especially find the screen a great benefit. Not to mention our occupiers who like to sit out and enjoy the open space whilst being able to watch sport or a family friendly movie, we often find this helps with employee's wellbeing. The noise is minimal and is limited to 12-8pm only, the screen is then switched off. We keep to these strict guidelines as to consider our residents onsite.

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/2237/P	Ed	02/06/2023 07:03:12	PETITNOBJ E	Hard reject - this lighting gives me a headache and this intrusive trashy advertising has no public interests served so this need to be rejected not that camden council will do that as they are in bed with the profiteering corporations who have cheapened this area and made it a soulless sterile dump which has attracted crime and anti social behavior that is a blight and danger to everyone living here Seem like two applications for this LED thing so someone really wants to ruin this neighborhood - I suggest boycotting what ever product is advertised (camden will approve as they always do)

Response 2: The LED light does not face the residential block; they can only see the back of the boxed screen, as the front of the screen faces the office space. There are no adverts, just the BBC news and sport showing (BBC channels do not show adverts). The vinyl wrap of the screen does not promote anything currently, and simply just has the building's logo on it. The screen has been funded solely by the Landlord to help enliven the piazza space and for the benefit of the local community and retailers. The Screen comes on at 8am and turns off at 8pm. During Summer months these times are within natural daylight hours, so therefore would have minimal light pollution.

We have security onsite 24/7 and in the event of anti-social behaviour they go out and move people on and report any crime to the Police. A Security Officer sits in reception 24/7 and looks out to the piazza space to monitor the space along with an officer who is in the control room viewing CCTV around the building 24/7. In the day (8am-6pm core hours of the screen) we have a team of 3 receptionists and a security officer in the reception who all monitor the piazza and reception and report any concerns. We also have a Piazza security officer who walks around our piazza whilst the screen is on. There is a permanent management team onsite Mon-Fri who are contactable should any issues arise from the screen. Private and Matilda residents are aware of how responsive we are to requests.

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/2237/P	Carlton Boulter	04/06/2023 10:25:56	OBJ	If the screen has no Volume or sound capabilities connected with it (I.E) it does not cause sound to be amplified or broadcast at any time during its use then i have no issue. However if the Construction and plans for this site include promoting audible noise of any kind during its use then I am Wholly against the installation and would like you to refuse planning.
2023/2237/P	Jonas Georgsson	04/06/2023 10:45:15	COMMNT	What direction will the screen be facing? How bright is the screen and will there be any sound or only visuals?

Response 3: The sound is minimal, and the two small speakers face the direction of the office space and not the residential block. The screen will play sound from 12pm-8pm only and it will then be switched off. For the visually impaired personnel that we have onsite having sound allows them to also enjoy the screen.

Response 3: The screen faces away from the residential block; it will be facing East. The screen brightness is 4500 nits / lumens but we are willing to turn this down if it helps although the light does not face the residential block. The Screen comes on at 8am and turns off at 8pm. During Summer months these times are within natural daylight hours, so therefore would have minimal light pollution.

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Application No:	Consultees Name:	Received:	Comment:	Response:
2023/1604/A	Matt Martys	10/06/2023 16:14:09	OBJNOT	I am submitting an objection.

My home is in a block that overlooks the Central St Giles Piazza. In previous years, when a screen has been erected, it has shown sport and other things. This has had a negative impact on myself and neighbours due to the noise disturbance it has caused.

As these are the summer months, I like to have my windows open. I am working from home. If the screen has sound playing it is like having someone else's television on loudly in my flat. This is annoying and disturbing. Also, even if sound isn't on, when sport is showing viewers in the Piazza will make noise such as cheering etc. adding to my disturbance. This makes it difficult for me to enjoy my home.

This potential noise disturbance is an addition to ongoing noise over the last few years, caused by the demolition and re-building of Castlewood House, which my building also faces. This is a residential as well as commercial area, can we not have any peace?

Response 4: The sound is minimal, and the speakers face the direction of the office space and not the residential block. The screen will play sound from 12pm-8pm only and it will then be switched off. The sound is limited to 12-8pm only. We keep to these strict guidelines as to consider our residents onsite. We would be interested in having evidence of the screen noise within the flat/s, we are not sure if you have evidence of this so that we can perhaps understand, as we do not feel it is the case. We understand it may be heard with windows / balcony doors open but not at a great level, also that is like anywhere if you have your windows open you will hear noise whether that is from the public / transport / church bells etc.

Central Saint Giles office building has always accommodated and helped both Private and Matilda House residents over the last 12 years, although we are not the managing agents (London Residential Management manages the Private block and Clarion Housing manage the Matilda block). The residents of Matilda House and the Private block will know this and as we have been responsive to many requests over the years and helped various residents or advised.

We fully understand how disruptive local works have been in the area, with the building works at Castlewood House / Centrepoint / Crossrail however we feel having our screen up is nothing in comparison to noisy building works, 7 days a week. Central Saint Giles is a mixed-use development, we have retailers, residents and offices, so we often need to find the right balance for all. This is why we have the screen up in summer months / 3 months only, with restricted noise/playing times/days that it is on, and it is not a permanent fixture. The screen is enjoyed by workers and the local businesses as it helps them with revenue, but we do understand the residents' concerns too hence why we have a noise restriction time.

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/1604/A	K Gan	15/06/2023 10:11:00	OBJ	I strongly objection for LED screen at Central Saint Giles Piazza . During this Summer Hot time, I keep my window open at all time, noise pollution all day all night (voice, music) is disturb while I at home.

Response 5: The screen will not be on all night; it is operational from 8-8pm but sound from 12-8pm only. If there is no content to be shown. The sound is minimal, and the two small speakers face the direction of the office space and not the residential block. We keep to these strict guidelines as to consider our residents onsite.

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/2237/P	Barbara Brekle	15/06/2023 10:18:34	APP	I live in Matilda Apartments and would like to object to the erection of a LED screen in the Central St Giles Piazza. As previous years, when such a LED screen had been erected, have shown this constitutes a considerable noise nuisance to the residents in the surrounding buildings. I would only agree to the erection of a LED screen if the volume remains turned off completely at all times.
2023/2237/P	Max Robinson	15/06/2023 09:37:05	OBJ	This screen is located directly beside two residential buildings. There has been a significant increase in noise in the local area from the new development attracting more people and buskers on the other side of our building from Tottenham court road tube station. The erection of a tv screen for advertising purposes will furthermore increase the noise in our area not only from the screen itself but from the increase in people. Therefore I would like to object to the erection of this screen.
2023/2237/P	Cing Kim	15/06/2023 13:43:56	COMMNT	It is extremely hot in our flat especially for our young children so we have to open all the doors and windows to sleep. With having the screen it will be loud and people will be gathering and all the noise/ shouting to come with. It will be very hars to settle down the kids and is the parents to have a good rest/ sleep in the evening. It will be bad for our physical and mental well being so we object.
2023/2237/P	Vicente	15/06/2023 14:42:24	OBJ	Neighbour living above the structure. Concerned about possible noise and light pollution.
2023/2237/P	Kinga Dorosz	15/06/2023 09:43:43	PETITNOBJ E	Dear Sirs, The screens and space open to public gatherings are within 10m distance to residential flats/windows of about 30 flats in the building. There is constant noise from restaurants, buskers and rubbish collection at 7am around the building and this is just another noise to add to the list. I appreciate it is central London location, but there is a limit as to how much noise and disturbance events should be allowed right outside of residential homes. I object to the screen being put up in the location due to noise pollution already beyond acceptable levels for residential area.

Response 6: The sound is minimal, and the speakers face the direction of the office space and not the residential block. The screen will play sound from 12pm-8pm only and it will then be switched off. The sound is limited to 12-8pm only. We keep to these strict guidelines as to consider our residents onsite.

Response 6: The sound is minimal, and the speakers face the direction of the office space and not the residential block. The screen will play sound from 12pm-8pm only and it will then be switched off. The sound is limited to 12-8pm only. We keep to these strict guidelines as to consider our residents onsite.

St Giles Court and Tottenham Court Road has no relation to Central Saint Giles building. We have no buskers on our piazza space, nor allow it as we have security 24/7 who would move them on. We believe this response is directed at another location. Our LED screen is also not on 24/7, like the permanent fixture at Outernet near Tottenham Road Tube Station which has been granted.

The LED screen may attract more footfall to the piazza and then into our retailers. However, the outside chairs and Astro turf are put away by 6.30/7pm each evening, so there is nowhere to sit thereafter, so the additional footfall may then go into retail units or leave the space. The screen is then off by 8pm and barriers placed around it by security.

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We do not manage or maintain the Matilda House block, this is Clarion Housing's responsibility, so we would not be responsible for the maintenance of plant, if the block has issues with heat. We understand that Matilda House residents are currently dealing with heating issues in the flats direct with Clarion Housing. The screen turns off by 8pm.

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Response 6: Yes, the structure is positioned on our Piazza space and would be within 10 metres of all parties (residential, retail and office space). We are all perceptive to the public gatherings, as the piazza space is a public realm and has been since the building was built, this has not changed.

Noise from restaurants, buskers and rubbish collections has no relation to the screen. Buskers are not permitted within our building space, so we feel this is aimed at another location. We feel this response is aimed at other concerns that the resident has within the area. The sound is minimal, and the speakers face the direction of the office space and not the residential block. The screen will play sound from 12pm-8pm only and it will then be switched off. The sound is limited to 12-8pm only. We keep to these strict guidelines as to consider our residents onsite.