

**Objection 1:**

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/1188/A	Carlton Boulter	11/04/2024 16:59:21	OBJ	Please do not allow this, we live in Central St Giles and we already have to put up with the local amenities, permanent video installations in Denmark st and the many restaurants all open 7 days a week serving thousands of people under our building. We cannot accept more noise and light pollution thrust upon us for extended periods encouraging more people to our already over used area. This screen will also encourage noise and drinking and drug culture which is already widespread and beyond control in the local area (we need the current problems dealt with before we encourage more events and people to congregate. The excrement and urine covering our local streets which is a daily problem and has not been dealt with by local teams of security and cleaners at the moment without encouraging more people to use the non existent facilities to cope with this. We just cannot take anymore of these types of things pleas give us some peace.

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**Response:**

We are Central Saint Giles, 1 St. Giles High Street, we are not based on Denmark Street and believe the resident is talking about St. Giles Square (outside Tottenham Court Tube station) our retailers close by 10.30/11pm the latest. We feel this comment is in relation to another location.

In relation to cleaning we have a dedicated piazza/estate cleaner and a wider cleaning team. The estate of Central Saint Giles and our Piazza is well maintained, and we operate a spotless piazza. The screen is to show case sport in the day, if anyone is seen drinking alcohol on the piazza, we move them on into retail units or they must stop drinking (we have our own security team). The screen is turned off at 8pm and chairs brought in, so no one will be watching the screen post 8pm so we are not sure why the screen would attract drinkers or drug users. We note drug use in the wider area, not just Central Saint Giles.

**Objection 2:**

2024/1188/A M Martys 12/04/2024 15:58:57 OBJNOT

I am writing to formally object to the proposed installation and operation of an LED screen in the courtyard directly in front of the rear of Matilda Apartments at Central St Giles (CSG). My objection is based on consistent disturbances from noise in previous years whenever the screen was installed and operated, including an instance last year where the screen was activated with sound prior to receiving planning permission. Whilst stating the LED is for advertising purposes, the intention is for it to operate like a television and show news and sports.

Despite sound tests conducted by the developers, it is important to note that noise sensitivity can vary significantly among individuals. For instance, although my apartment is on the 14th floor, the topmost level, I am directly above the location of the screen. During summer, when I typically keep my windows open, the noise from the screen, predominantly used for broadcasting sports, is clearly audible. Additionally, noise from spectators in the courtyard, such as cheering, further exacerbates the disturbance. Please note that due to the CSG architecture, an amphitheatre effect is created by the building layout that amplifies all noise.

The intrusive noise is particularly problematic as I currently work from home and often participate in sensitive online meetings. In previous years colleagues have remarked on the background noise, mistaking it for a television in my flat showing sport, which not only disrupts my work but also appears unprofessional.

In CSG's previous communications with me, they stated that the screen would operate from 8am to 8pm daily, with potential extensions until midnight for special events. However, despite assurances from CSG that the noise levels are minimal and unlikely to be heard within my flat, my experience (and that of other residents) contradict this claim. For example, during a volume test conducted on 16 June 2023 (CSG had built the structure and were testing it whilst their planning application was in process), both myself and other residents continued to hear the screen clearly. CSG has acknowledged that the screen noise will be audible, especially if windows or doors are open.

In summary:

1. It is unacceptable for residents of Matilda Apartments to endure noise disturbances from 8am to 8pm, and in some instances until midnight, from both the LED screen volume and those people watching it
2. The requirement for residents to keep windows closed to avoid noise during the warmest months, is unreasonable and constitutes commercial noise pollution.

These points outline the basis of my objection to the installation and use of the LED screen, and I urge for a reconsideration of the planning permission in light of these concerns.

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**Response**

We strongly believe there were no noise disturbances in previous years of the screen.

The option on the planning website states advertising and this is what we fall under, although we are clear we are showcasing sport, news and adverts between 8am-8pm.

We have taken on board comments from the objecting residents previously and conducted further sound testing within residential flats and this sound report was issued with the planning application. We tested the flats nearest to the screen on the lower levels as these would have the most impact if there were noise issues. From the report it is clear that the screen output has minimal noise when inside the flat with the windows open and with the windows

closed it can hardly be heard. There are other outside noise contributors such as buses and building works from other properties that were noted to be louder than the screens output sound. To note the screen is also facing away from the flats, as are the speakers. We feel the noise on the 14<sup>th</sup> floor would be extremely minimal as we tested closer floors nearest to the screen location and have evidence of this.

To also note, we have never had the screen on until midnight and we do not propose this in the new applications either, so this is not a correct statement. The screen will be switched off at 8pm and no later. Sound is not from 8am it is from 12pm onward. The LED light faces in the opposite direction to the flats.

When we had the piazza sound test completed last year we had to test the noise in different levels, so at some stages the noise from the speaker test would have been louder than we plan to project at, as this is part of the testing. So, this noise output from these tests would have seemed loud, but for the purposes of the testing, different decimal outputs are required.

### **Objection 3:**

Printed on: 17/04/2024 09:10:07

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/1188/A	T Gan	12/04/2024 12:31:08	COMMNT	Objection.

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.

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### **Response**

From the noise measurement report it is clear that the screen output has minimal noise when inside the flat with the windows open and with the windows closed it can hardly be heard.

The screen will not operate post 8pm, so therefore not into the night.

**Objection 4:**

2024/1188/A	Jonas Georgsson	27/04/2024 16:27:44	COMMNT	<p>I am writing to express my strong objection to the proposed installation of an LED screen at Central Saint Giles Piazza. As a resident of the area, I am deeply concerned about the potential negative impact this installation would have on our community.</p> <p>First and foremost, the constant noise pollution generated by the LED screen, including voices and music, would be extremely disruptive to residents, especially during the hot summer months when many of us keep our windows open for ventilation. This disturbance would not only affect our quality of life but also interfere with our ability to work and relax in our own homes.</p> <p>Furthermore, the introduction of an LED screen would likely attract large crowds to the area, exacerbating existing issues with noise, littering, and public intoxication. The current lack of adequate facilities to manage these problems only adds to the urgency of addressing them before introducing any additional attractions to the area.</p> <p>In light of these concerns, I urge you to reconsider the decision to install the LED screen at Central Saint Giles Piazza. Our community deserves to enjoy peace and tranquility in our own neighborhood without the intrusion of unnecessary and disruptive amenities.</p>
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**Response**

A professional sound noise measurement report has been included with the planning application this year as we have taken on board residents concerns. The report shows that the screen noise is minimal with doors / windows open. We have a 24/7 security team onsite and propose a piazza officer patrolling when the screen is on in hours. The screen is then turned off and the chairs are removed and brought back inside.

**Objection 5:**

2024/1188/A	Nastassja	27/04/2024 20:50:09	OBJ	<p>Please do not allow this screen to be constructed in St Gile's Square. My property will sit directly behind the screen with a distance of approximately one meter. Anyone sitting in front of the screen will have a direct view into my property, putting my privacy and that of my small child at risk of harmful exposure. The noise will be heard directly in my property. The screen will attract a lot of people, invading our privacy. If I could share a photo of last year's screen, it would show just how close it is to my property, it's even closer than a cinema screen is to a front row of seats in a cinema. I am disgusted by Camden's support of this screen.</p>
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**Response**

This comment is incorrect, the screen was never 1 meter away from the residential flats and the current proposal is the same, it will be further away and is a smaller set build.

Any of the residential flats overlooking the Piazza will have full view of the public people walking past, this would have been from development of the building. Anyone can look up at the flats or the office block, whether a screen is in place or not.

Again, a professional sound noise measurement report has been included with the planning application this year as we have taken on board residents' concerns. The report shows that the screen noise is minimal with doors / windows open. All lower floors were given the opportunity to allow us to conduct these tests, which several of them permitted which enabled us to conduct the testing. However, some within the Clarion block objected, despite us trying to alleviate their concerns about the noise within the flats. A lower flat resident in the Matilda block was all for the screen as she mentioned she knew it was well managed from previous successful years and created a wellbeing feature for everyone to enjoy in the summer months, as it is only temporary.

We would also strongly disagree with the comment that the screen is 'closer than a cinema screen is to a front row of seats in a cinema'. The screen is at a distance as we must keep the walkway behind clear so the screen cannot be that close as this objection mentions.

**Photo taken 07/05/24 showing the normal set up in the Piazza, as you can see the flats have a view of the piazza, a screen would not change that:**



**Objection 6:**

2024/1188/A carlton boulter 26/04/2024 13:02:52 OBJ

The increase of noise, volume of people, light pollution, drugs, drinking etc on top of the already 24/7 Entertainment venues under our homes is just not acceptable! We also Have the Huge Screens (Biggest in Europe apparently) on for 18 hrs a day 7 days a week just opposite! Why do we need more temp ones? We have problems with Buses 24hrs a day at Bus stands on two sides of or buildings making noise (Idling and beeping horns 24/7) and alighting lots of people. We have the Traffic from Delivery vehicles blocking narrow streets whilst delivering all day long Causing irate motorists to blast horns! We have Buskers and video bloggers of bands making our lives hell 24/7 playing music excruciatingly loud we do not need to add to all these factors making our lives a misery! We also have people busting in our building using it as a toilet and a drug venue. We do not need to encourage more of this!

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**Response**

This is not Central Saint Giles, we believe this is aimed at St Giles Square. We have also opted for a smaller screen this time and our screen is only temporary. Public transport / buses are required in Central London, again this is not focused on what we are planning just a generalisation of the area. We have no buskers or bands in our public realm at Central Saint Giles, this again may be another reference to St. Giles Square.

Again, a professional sound noise measurement report has been included with the planning application this year as we have taken on board residents' concerns. The report shows that the screen noise is minimal with doors / windows open.

We have taken on board comments from the objecting residents and conducted further sound testing within residential flats and this sound report was issued with the planning application. We tested the flats nearest to the screen as these would have the most impact if there were noise issues. From the report it is clear that the screen output has minimal noise when inside the flat

**Objection 7 – An additional from a previous resident:**

2024/1188/A      Nastassja      26/04/2024 14:43:45      APP

If you put this screen up it, viewers will have direct access to view the inside of my living room and my small child's bedroom from the seating area. My property is right behind the screen and so close that the screen also blocks my view of the outside via my living room windows and balcony. Central Saint Giles and Camden's planning team should be ashamed of themselves to even consider invading the privacy of residents in this way. Last year, the screen was approximately a meter in distance from contact with my balcony and anyone who stopped to look at it, also looked into my property. This will only give an excuse for perverts to have blatant access into my property. Also increasing opportunities for thieves to get a scope of the inside of properties. Residents already tolerate an inappropriate level of noise pollution from street performers, restaurants, bars and intoxicated passersby on a daily basis, especially in the evenings. In the summer we will not have the privilege of closing our windows to shut out the noise. It will be too hot!

Instead of putting up a screen, why doesn't Central Saint Giles focus on creating calmer and more holistic spaces? This would instead deter unwanted attention from drunks, smokers, drug users (an increasing problem in the area) and careless people who litter. Instead, they are proposing this screen that will attract this sort of unwanted behaviour and worse. Shame on anyone who supports this screen. If Central Saint Giles insist on a screen, why don't they place it closer to the Google offices and face the seating so that the audience looking into their offices instead?!

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**Response**

Any of the residential flats overlooking the Piazza will have full view of public people walking past this would have been from development of the building. Anyone can look up at the flats or the office block, whether a screen is in place or not. In no way would the screen have any difference in what is currently in place as the public already have view of the flats and offices.

This comment is incorrect as the screen is not 1 meter away. The comment also contradicts itself as they are suggesting people can look in but then the screen is also blocking their view from their flat.

We also have seating out every year regardless of the screen, so we are not sure how this would now change by having a screen also in the piazza as people and occupiers sit out and enjoy the open space, not just to look into flats. If anyone is suspicious on the piazza our security approach them and question them on what they are doing.

As the screen location document shows that the screen is best placed where it has been in previous years due to the screen facing away from the flats. Therefore, no light or speakers are facing towards the flats. Our emergency services are required to mount the piazza in an emergency, so we have selected the current location as best suited for vehicular access and safe access.

We have 2 trees on the piazza (one being recently planted last year) and added additional planters to the piazza space as we do focus on wellbeing and biodiversity. Rainwater is also collected from the piazza drainage for re use in irrigation. Central Saint Giles takes sustainability and biodiversity in to account and we also have wild bees and birds on our wildflower green roofs.

**Comment:**

2024/1188/A	Mai	27/04/2024 17:07:55	COMMNT	I object to the screen because I have a life threatening illness and a traumatic brain injury so I cannot have too many people and noise disruption because I live at Matilda Apartments and I object to this s teen at St Giles.
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**Response**

Firstly, we are sorry to hear about this and we advise that we have investigated the concerns around noise seriously and have paid and conducted two professional reports to aid residents' concerns. The reports are included with the planning applications and summarises that the screen noise is minimal with doors / windows open.

**Objection 8 An additional from a previous resident:**

2024/1188/A	Jonas Georgsson	27/04/2024 16:25:14	OBJ	<p>I am writing to express my strong objection to the proposed installation of an LED screen at Central Saint Giles Piazza. As a resident of the area, I am deeply concerned about the potential negative impact this installation would have on our community.</p> <p>First and foremost, the constant noise pollution generated by the LED screen, including voices and music, would be extremely disruptive to residents, especially during the hot summer months when many of us keep our windows open for ventilation. This disturbance would not only affect our quality of life but also interfere with our ability to work and relax in our own homes.</p> <p>Furthermore, the introduction of an LED screen would likely attract large crowds to the area, exacerbating existing issues with noise, littering, and public intoxication. The current lack of adequate facilities to manage these problems only adds to the urgency of addressing them before introducing any additional attractions to the area.</p> <p>In light of these concerns, I urge you to reconsider the decision to install the LED screen at Central Saint Giles Piazza. Our community deserves to enjoy peace and tranquility in our own neighborhood without the intrusion of unnecessary and disruptive amenities.</p>
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**Response**

A professional sound noise measurement report has been included with the planning application this year as we have taken on board residents' concerns. The report shows that the screen noise is minimal with doors / windows open. We have a 24/7 security team onsite and propose a piazza officer patrolling when the screen is on in hours. The screen is then turned off and the chairs are removed.

**Comment:**

2024/1188/A	Kim	27/04/2024 21:06:09	COMMNT	This will attract anti social behaviour. People will be gathering and shouting till the early hours of the morning. The noise disturbance from the TV as well as the people watching it.
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**Response**

The screen is on from 8am-8pm and then it will be switched off so the screen would not be on till the early hours as commented here.

A professional sound noise measurement report has been included with the planning application this year as we have taken on board residents' concerns. The report shows that the screen noise is minimal with doors / windows open. We have a 24/7 security team onsite and propose a piazza officer patrolling when the screen is on in hours. The screen is then turned off and the chairs are removed.

**Comment:**

2024/1188/A	Charlii	27/04/2024 17:53:00	COMMNT	This is antisocial for the residents who are living in the surrounding buildings. There is noise disturbance from the tv screen and from the people watching.
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**Response**

The screen is on from 8am-8pm. We have a 24/7 security team onsite and propose a piazza officer patrolling when the screen is on in hours. The screen is then turned off at 8pm and the chairs are also put away.

A professional sound noise measurement report has been included with the planning application this year as we have taken on board residents' concerns. The report shows that the screen noise is minimal with doors / windows open.

**Comment:**

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2024/1188/A	Dian Bowden	26/04/2024 15:05:46	COMMNT	<p>I am writing to express my formal objection to the proposed installation and operation of an LED screen in the courtyard directly in front of the rear of Matilda Apartments at Central St Giles (CSG).</p> <p>Living in this area, I have experienced firsthand the challenges posed by end-to-end noise pollution, drug users, and the unfortunate presence of homeless individuals who beg and sometimes approach aggressively. Furthermore, canvassers at Tottenham Court Road Tube station have increasingly attempted to capitalize on the already high footfall, causing harassment and constant solicitation for donations or sign-ups.</p> <p>The installation of an LED screen will exacerbate these existing issues, leading to a surge in foot traffic and noise levels that would render the area unbearable. Additionally, I am concerned about the potential environmental impact of this installation, which contradicts our collective efforts to promote sustainability and minimize our carbon footprint.</p>
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**Response**

We have a 24/7 security team onsite and propose a piazza officer patrolling when the screen is on in hours. The reference to canvassers is at Tottenham Court Road Station rather than on our Piazza at Central Saint Giles.

The screen is smaller and we use sustainable products for the set build.

**Objection email:**

**Sent:** 02 May 2024 09:36  
**To:** Planning  
**Subject:** Objection the planning permission of 2024/1188/A



Dear sir  
I live in Earnshaw street WC2H 8AJ  
The reasons to objection :

- too noisy
- More drinkers after midnight disturbing local residents
- Unsafe for local residents
- Attracting drug users around local area
- Object to allow opening till 4 am- noisy with music & people shouting at midnight
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Hope you reconsider regarding local safety & sound pollution in the area to reject this planning permission.  
Yours sincerely  
Miss Poon  
Local resident  
Sent from [Outlook for iOS](#)

**Response**

The screen will go off by 8pm not midnight, also the above email mentions opening till 4am. We feel the above email is directed and aimed at somewhere else and not what we are planning.