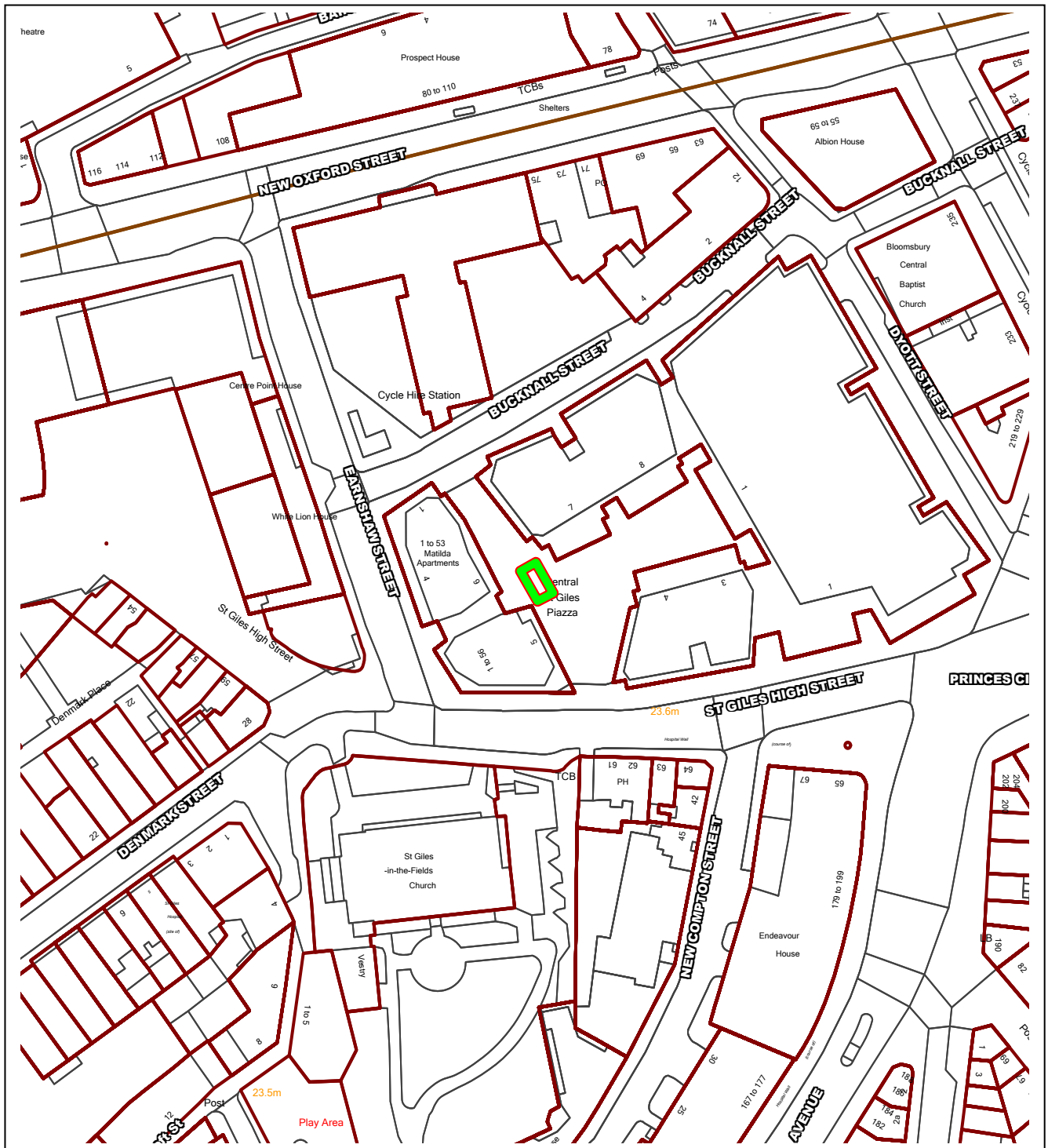
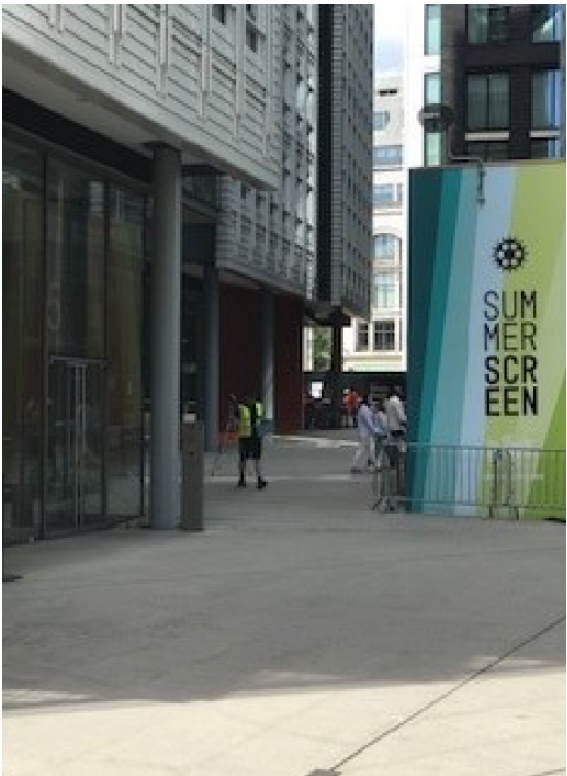


2024/1187/P & 2024/1188/A - Central St Giles Piazza, St Giles High Street



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Photographs of a larger free-standing structure previously sited in the same proposed position at the application site



Delegated Report		Analysis sheet	Expiry Date:	20/05/2024
(Members Briefing)		n/a	Consultation Expiry Date:	06/05/2024
Officer			Application Numbers	
Tony Young			1. 2024/1187/P 2. 2024/1188/A	
Application Address			Drawing Numbers	
Central St Giles Piazza St Giles High Street London WC2H 8AG			Refer to draft decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposals				
<ol style="list-style-type: none"> <u>Planning application</u> - Temporary erection of a free-standing structure incorporating a LED screen (for advertising purposes) between 28/06/2024 and 27/09/2024 within the Central Saint Giles Piazza. <u>Advertisement consent application</u> - Temporary erection of a free-standing structure incorporating a LED screen (for advertising purposes) between 28/06/2024 and 27/09/2024 within the Central Saint Giles Piazza. 				
Recommendations	<ol style="list-style-type: none"> Grant Planning Permission subject to conditions Grant Advertisement Consent 			
Application Types	<ol style="list-style-type: none"> Full Planning Permission Advertisement Consent 			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informative:						
Consultations						
Published notices	8 x site notices were displayed from 12/04/2024 to 06/05/2024.					
Adjoining Occupiers & local groups	No. notified	0	No. of individual responses	21	No. of objections	11
					No. of supports	10
					No. of comments	0

**Summary of
consultation
responses from local
residents**

Local residents and interested parties (including those living in Matilda Apartments) responded to the proposal following statutory consultation, summarised as follows:

Support

- The screen would add an inviting and dynamic atmosphere to the area, attracting visitors and residents to enjoy the space and contributing significantly to its vibrancy and vitality.
- The big screen has been a wonderful addition to the piazza in the past, providing an enjoyable outdoor experience for the community.
- Commercial benefits arising to local retail businesses: The screen provides an additional platform for promotion and advertisement, which not only enhances the visibility of local businesses but also contributes to the overall economic vitality of the area.
- The screen would add value to the locality and allow welcomed public viewing of sports this summer, such as the Olympic games and Euro Cup football matches. This would bring people and the community together and help businesses around the area, which has been struggling ever since COVID-19.
- The security team on the piazza provide a polite and professional presence, so helping to ensure a safe and enjoyable environment for everyone.

Objections

Noise disturbance:

- Noise pollution generated by the screen, including voices and music, would be extremely disruptive to residents, especially during the hot summer months when many of residents keep their windows open for ventilation.
- Noise disturbance from the screen would not only affect the quality of life for people living in the area but also interfere with their ability to work and relax in their homes.
- Despite sound tests conducted by the developers, noise sensitivity can vary significantly among individuals and locations. Additionally, noise from spectators in the courtyard further exacerbates the disturbance.
- Health issues arising from increased noise levels and numbers of people.

Anti-social behaviour:

- The introduction of a screen would exacerbate existing issues, such as noise, littering, drug culture, and public intoxication, which are already widespread and beyond control in the local area.
- The screen would likely lead to an increase in the presence of homeless individuals who beg and sometimes approach aggressively, as well as, canvassers at Tottenham Court Road tube station who increasingly attempt to capitalize on the already high footfall, causing harassment and constant solicitation for donations or sign-ups.
- Excrement and urine covering our local streets are already a daily problem. Before addressing the current lack of adequate facilities in the area, more people should not be encouraged to use non-existent facilities.
- There are already problems in the area with noise from buses 24 hours a day at nearby bus stands, delivery vehicles blocking narrow streets, buskers, and video bloggers of bands. The screen will add to this disturbance.

Location/siting:

- Screen would be sited too close to residential buildings and block views from some lower floor flats.
- People watching the screen would face towards a residential building and have views inside resident's rooms. The screen should be placed closer to Google offices and face the seating towards their offices instead.

Officer response:

- *Note the applicant has provided responses to the points raised by residents in two documents (available on the Council's website, both dated 07/05/2024).*
- *The proposal has been assessed on its own merits, considering the relevant site context, all consultation responses received, and any relevant planning history, policies and guidance (see Sections 3-5 below for a full assessment of its impact in terms of design; noise and amenity; transport and public highway; security, crime and anti-social behaviour; and highway, pedestrian and cyclist's safety).*

**Summary of
consultation
response from local
group(s)**

Covent Garden Community Association (CGCA) objected to the proposal, summarised as follows:

- Disturbance and inconvenience to residents who need to work from home, speak comfortably with their families, get some rest, do homework and need to access their homes safely.
- Direction and proximity of screen to nearest residential properties.
- Consider the applicant's latest noise assessment to be inadequate as it only measured background sound levels between 3 and 4 p.m., not later in the evening when background levels are lower and sound peaks more disturbing.
- Concern that security arrangements in the submitted Operational Management Plan are inadequate to manage potential increased crime and anti-social behaviour issues.
- Concern that large crowds would attract street crime and encourage aggressive begging, leading to safety, security and noise problems for residents, tourists and other users of public space.

CGCA would withdraw its objection if the proposal were modified,
summarised as follows:

- Sound to be accessed only using mobile apps or headphones and not broadcast through speakers.
- Relocation of screen away from the two nearest residential blocks and direction turned so that audience does not face towards people's living spaces.
- Display period for screen limited to a 1 month time period during school holidays.
- Regular intermittent reminders are shown on screen throughout the operation, reminding the audience to keep their personal noise down and respect local residents.
- The Operational Management Plan is augmented to provide immediate backup security in the event of an incident.

Officer response to CGCA concerns:

- *Note, the applicant has provided a response to the points raised by the CGCA (available on the Council's website dated 20/05/2024).*
- *The applicant has carried out and submitted 2 x noise impact assessments in relation to attended noise surveys undertaken from within the Piazza itself, as well as from the balconies of 3 x residential apartments. A Council's Environmental Health Officer has reviewed the proposals and considers the relevant noise criteria to have been adequately predicted within both assessments, taking into consideration distance losses, surface acoustic reflections and, where applicable, screening provided by any buildings.*
- *The proposed location and orientation for the free-standing structure would ensure that the speakers, which are positioned on the front of the structure, face in the opposite direction to residential units (such as Matilda Apartments) and, therefore, avoid sound (and illumination) being directed towards the nearest residential properties and potentially adversely impacting on the amenity of occupiers of these flats.*
- *A Council Environmental Health Officer confirmed that the noise impact assessments meet the Council's local plan guidelines, such that the amenities of the nearest noise-sensitive locations and areas would generally be safeguarded. Any approval would include several conditions to further safeguard the amenities of the site and the surrounding area generally, including conditions restricting the external*

noise level emitted from the proposed LED screen and operational hours for the screen's use (see paragraphs 4.11-4.17, 'Noise and amenity' below).

- In terms of pedestrian movement, access and safety, a Council Highways Officer has reviewed the proposals and raised no concern in this regard. Notwithstanding the large size of the structure, its position and the open space of the piazza would still allow adequate space for pedestrians, wheelchairs or impaired users to move freely past the structure without unduly harming pedestrian comfort (see paragraphs 4.27-4.33, 'Transport and public highway' below);
- Regarding crime and anti-social behaviour concerns, the measures proposed in the submitted Operational Management Plan and existing security measures at the site represent a reasonable and proportionate approach to managing any potential increase in the number of people visiting the site. These include a restriction on the hours of operation for the screen, a dedicated security officer, 24-hour security onsite, CCTV monitoring, regular external patrols at night, email/phone contact details to report any incidents, a strict 'no alcohol' policy, cleaning service providers (see paragraphs 4.21-4.25 below).
- Additionally, the Metropolitan Police Crime Prevention Design Advisor raises no concerns in terms of public and community safety (see also paragraphs 4.34-4.39 'Security, crime and anti-social behaviour' below).

Officer response to suggested amendments from CGCA:

- Note, the applicant has taken into account previous amendments suggested by the CGCA and amended the proposals for the current application in order to address some of these concerns, including proposing a smaller structure and screen than those approved in the past, as well as, by undertaking additional acoustic testing from residential properties.
- The Council is grateful for the suggested amendments from the CGCA and has advised the applicant to carefully consider and explore the possible use of mobile apps or headphones for this and any future similar proposals for a temporary structure at the site. Notwithstanding this, the current proposal meets the Council's local plan guidelines and is acceptable as it stands, particularly as any approval would include a number of conditions which would restrict the external noise level and operational hours for the screen sound (see paragraphs 4.11-4.17, 'Noise and amenity' below);
- The positioning and orientation of the structure has been considered by the applicant. The proposed location ensures that both the speakers and screen, which are positioned on the front of the structure, face in the opposite direction to residential units (for instance, Matilda Apartments), and therefore, avoid both sound and illumination being directed towards residential properties and adversely impacting the amenity of occupiers of these flats;
- The Council has assessed the application as proposed (which is for a temporary period between 28/06/2024 and 27/09/2024) and considers the proposal to be acceptable for the reasons set-out in this report (see Sections 3-5 below for full assessment of its impact in terms of design; noise and amenity; transport and public highway; security, crime and anti-social behaviour; and highway, pedestrian and cyclist's safety).
- The applicant has been advised to consider the technical possibility of intermittent public message noise reminders on screen as an additional safeguard for this and any future similar proposals for a temporary structure at the site. Notwithstanding this, the current proposal meets the

	<p><i>Council's local plan guidelines and is acceptable as it stands, particularly in light of the measures proposed in the Operational Management Plan and all conditions attached to any approval;</i></p> <ul style="list-style-type: none"> <i>The measures proposed in the Operational Management Plan are considered by the Metropolitan Police Crime Prevention Design Advisor to be adequate in regards to potential crime or anti-social behaviour incidents. These include a restriction on the hours of operation for the screen, a dedicated security officer, 24-hour security onsite, CCTV monitoring, regular external patrols at night, and email/phone contact details to report any incidents (see paragraphs 4.21-4.25 and paragraphs 4.34-4.39 'Security, crime and anti-social behaviour' below).</i>
<p>Ward Councillor responses</p>	<p>Ward Councillor (Holborn and Covent Garden) Julian Fulbrook objected to the proposal as follows:</p> <ul style="list-style-type: none"> I am vehemently opposed. <p>Ward Councillor (Holborn and Covent Garden) Sue Vincent objected to the proposal and commented as follows:</p> <ul style="list-style-type: none"> It seems a very sensible suggestion to locate this screen on the office side of the piazza. <p>Officer response:</p> <ul style="list-style-type: none"> <i>The applicant has considered the positioning and orientation of the structure. The proposed location ensures that both the speakers and screen, which are positioned on the front of the structure, face in the opposite direction to residential units (for instance, Matilda Apartments), and therefore, avoid both sound and illumination being directed towards residential properties and adversely impacting the amenity of occupiers of these flats (see paragraphs 4.11-4.26, 'Noise and amenity' below for full assessment).</i>

Site Description

The application site comprises an open piazza within a modern mixed-use development formed of multi-storey buildings comprising office, retail, food and drink, and residential uses. The piazza is located centrally within this environment and is largely enclosed on all sides by tall buildings situated on Bucknall Street to the north, Dyott Street to the east, St Giles High Street to the south and Earnshaw Street to the west. Centre Point is located northwest of the site. Public access to the site is through several pedestrian routes at various points from these surrounding streets.

The site is not located within a conservation area, and none of the surrounding buildings are listed. Bloomsbury Conservation Area is situated to the north and east of the site, Denmark Street Conservation Area to the west and south and Seven Dials Conservation Area to the south-east.

Relevant History

2023/2237/P & 2023/1604/A - Temporary erection of a free-standing structure incorporating a LED screen (for advertising purposes) between 16/06/2023 and 16/09/2023 within the Central Saint Giles Piazza. **Applications withdrawn by applicant 20/09/2023** (given that the proposed temporary time period for display had expired prior to determination).

2019/1047/P & 2019/1339/A – Temporary erection of a structure incorporating LED screen (for advertising purposes) between 1st June 2019 and 18th August 2019 within Central Saint Giles Piazza. **Planning permission & advertisement consent granted 10/04/2019**

2018/1134/P & 2018/1686/A - Temporary erection of a structure incorporating LED screen (for advertising purposes) between 9th June 2018 and 18th August 2018 within Central Saint Giles Piazza. **Planning permission & advertisement consent granted 09/05/2018**

2017/1938/P & 2017/2385/A - Temporary erection of a structure incorporating a LED screen (for advertising purposes) between 19th June 2017 and 15th August 2017 within Central St Giles Piazza. **Planning permission & advertisement consent granted 06/06/2017**

Other nearby sites (Regent Place Plaza):

2024/1516/P & 2024/0612/A - Erection of a structure incorporating an LED screen for temporary period until 31st October 2024. **Planning permission & advertisement consent granted 16/05/2024**

2023/1262/P & 2023/1534/A - Erection of a structure incorporating an LED screen and display of LED screen for temporary period until 31st October 2023. **Planning permission & advertisement consent granted 17/05/2023**

2020/0642/P & 2020/1574/A - Erection of a structure incorporating an LED screen and display of LED screen for temporary period until 31st October 2020. **Planning permission & advertisement consent granted 11/05/2020**

2019/3181/P & 2019/3599/A - Erection of a pop-up bar, storage facilities and structure incorporating an LED screen and display of signs for a temporary period between 25th May 2019 and 25th August 2019. **Planning permission & advertisement consent granted 20/08/2019**

2018/1953/P & 2018/2361/A - Erection of a pop-up bar, storage facilities and a structure incorporating an LED screen and associated advertisements for a temporary period between 1st June 2018 and 1st September 2018. **Planning permission & advertisement consent granted 19/06/2018**

2017/1408/P & 2017/1461/A - Erection of structure incorporating LED screen and associated advertisements for a temporary period between 3rd June 2017 and 3rd September 2017. **Planning permission & advertisement consent granted 11/04/2017**

2016/1589/P & 2016/1706/A - Erection of structure incorporating LED screen and associated advertisements for a temporary period between 9th June 2016 and 31st August 2016. **Planning permission & advertisement consent granted 16/05/2016**

2015/2248/P & 2015/2731/A - Erection of structure incorporating LED screen and display of non-illuminated vinyl wrap and LED screen in public square for a temporary period between 13th June 2015 and 1st November 2015. **Planning permission & advertisement consent granted 14/05/2015 & 05/06/2015 respectively**

Enforcement history:

EN23/0518 - Temporary erection of a structure incorporating a LED screen (for advertising purposes). Case closed 10/10/2023 as breach ceased

Relevant policies

National Planning Policy Framework 2023

London Plan 2021

Camden Local Plan 2017

- A1 - Managing the impact of development
- A2 - Open space
- A4 - Noise and vibration
- C5 - Safety and security
- C6 - Access
- D1 - Design
- D4 - Advertisements
- G1 - Delivery and location of growth
- T1 - Prioritising walking, cycling and public transport

Draft Camden Local Plan

The Council has published a new Draft Camden Local Plan (incorporating Site Allocations) for consultation (DCLP). The DCLP is a material consideration and can be taken into account in the determination of planning applications which has limited weight at this stage. The weight that can be given to it will increase as it progresses towards adoption (anticipated 2026).

Camden Planning Guidance

CPG Design (2021) - chapters 1 (Introduction), 2 (Design excellence) and 7 (Designing safer environments)

CPG Transport (2021) - chapters 7 (Vehicular access and crossovers) and 9 (Pedestrian and cycle movement)

CPG Amenity (2021) - chapters 1 (Introduction), 2 (Overlooking, privacy and outlook), 4 (Artificial light) and 6 (Noise and vibration)

CPG Advertisements (2018) - paragraphs 1.1 to 1.23 (General advertising guidance); and 1.34 to 1.38 (Digital advertisements)

Assessment

1. Proposal

- 1.1 Planning permission and advertisement consent are sought for the temporary erection of a free-standing structure within Central St Giles Piazza incorporating an LED screen to display mainly news and sporting events during the summer months and occasional advertisements.
- 1.2 The screen is proposed to operate for a temporary period from 28/06/2024 until 27/09/2024.
- 1.3 The structure would measure approximately 4.8m (wide) x 1.5m (deep) x 3.85m (high) and be wrapped in a coloured vinyl. An LED screen would be located at the front on the upper part of the structure elevation, measuring approximately 4.5m (wide) x 2.5m (high), with a display area of 11.25 square metres.
- 1.4 The proposed operating hours of the LED screen (images and sound) on Monday to Friday would be between 08:00 and 20:00 hours. Between 08.00-12.00 hours, there will be no noise/sound from the screen, and only news channels will be shown (e.g. BBC/Sky News). From 12.00-20.00 hours, the screen will show some live summer sporting events or news with the sound on, including the 2024 Olympics, Paralympics, Wimbledon, FIFA Men's Euros, Cricket or Tour de France, with occasional motion picture advertisements displayed. All screenings are free to the public to view. The screen would be turned off earlier when there is no content planned.
- 1.5 At weekends, the screen will only be operational for sporting finals/events or perhaps a family film; otherwise, it will be switched off entirely. Barriers will be placed around the screen outside of operational hours when it is not in use.
- 1.6 A screen technician will attend the site once a week and have remote access to monitor the screen's performance to ensure there are no operational issues with its use. A management team of three personnel is based on the site and oversees all aspects of the screen build, screen content, and de-rig.
- 1.7 Central Saint Giles Security and Cleaning service providers will have a visible presence in the piazza to keep the area clean and tidy. There is a 'no alcohol' policy in the open space and seated area of the piazza. Only the retail units are allowed to serve alcohol, and anyone who purchases from these retail units must stay within their demise when consuming alcohol.
- 1.8 There is 24-hour security onsite, including CCTV, with regular external patrols at night. Additionally, there will be a dedicated security officer on the piazza during the day and, in general, 6 officers per day and 4 officers per night available 24/7 as part of the proposals to deal with any incidents of anti-social behaviour. Additionally, the onsite security team works closely with the Central District Alliance (CDA), which regularly patrols the wider area and is available as another form of assistance if needed. Residents will also be provided with contact details (email & phone) for the security/building management personnel to report any particular issues with the use of the screen.

2. Background

- 2.1 It is firstly important to note that temporary planning permission and advertisement consent have been granted on several previous occasions for similar proposals at the application site, most recently in 2017, 2018 and 2019 (see 'Relevant history' section above for details).
- 2.2 However, the current proposals being considered in this report are for a smaller structure and screen than previously approved. Images 1 and 2 below show example images of one of the larger structures and screens previously located in a similar position at the application site.



Images 1 & 2 – showing a larger structure and screen previously located in a similar position at the application site

2.3 The current proposal has been assessed on its own individual merit, taking into account the particular site context, all consultation responses received, and any relevant planning history, policies and guidance.

3. Assessment

3.1 The principal considerations in the assessment and determination of the planning application are:

- the design and impact of the proposal on the character and appearance of the piazza open space and surrounding area; and
- the impact of the proposal on noise and amenity, transport and public highway, and security, crime and anti-social behaviour

3.2 The principal considerations in the assessment and determination of the advertisement consent application are:

- the impact of the proposal on visual amenity (including neighbouring amenity in so far as the Control of Advertisement Regulations 2007 allow); and
- the impact of the proposal on highway, pedestrian and cyclist's safety.

4. Planning application

Design

4.1 Local Plan Policy D1 (Design) establishes that careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high-quality development in Camden, which integrates into its surroundings. As such, the Council will require all developments to be of the highest standard of design and to respect the character, setting, form and scale of neighbouring buildings, its contribution to the public realm, and its impact on wider views and vistas.

4.2 Section 12 (Achieving well-designed places) of the National Planning Policy Framework (NPPF) recognises the importance of design in managing and improving spaces, including the quality of place. The design of all built form must be sustainable, functional, visually attractive, safe,

inclusive and accessible, encourage innovation, be sympathetic to local character, and promote health and well-being.

- 4.3 The application seeks planning permission for the erection of a proposed free-standing structure to be sited at the western end of Central St Giles piazza. Though in design terms, the proposed free-standing structure has a rather bulky and unattractive appearance, it is acknowledged that it has a functional purpose in providing a safe support for the LED screen and that the framework would be covered by a coloured vinyl to help moderate its appearance to some degree.
- 4.4 It is important to note that, notwithstanding that similar proposals have been approved several times in the past at the application site, the applicant has taken concerns previously raised by local residents into consideration and incorporated them into the current application. As a result, the current application submission and proposal has several key differences as compared to previous approvals. These include:
- a smaller proposed structure and screen in order to address some access and pedestrian movement concerns (see paragraphs 4.27-4.33, 'Transport and public highway' below); and
 - a noise impact assessment carried out at residential apartments in order to address concern that no noise testing had been carried out in nearest residential units (see paragraphs 4.11-4.17, 'Noise and amenity' below)
- 4.5 Regarding the dimensions of the proposed structure and screen, the proposal would be smaller than the previously approved structures and screens. Images 1 and 2 show images of a previous structure and screen, which were located at the application last year in 2023. This previous structure measured approximately 6m (wide) x 3.37m (deep) x 5m (high) with an LED screen that measured approximately 5m (wide) x 3m (high), with a display area of 15 square metres.
- 4.6 The proposed smaller structure, however, would measure approximately 4.8m (wide) x 1.5m (deep) x 3.85m (high). As before, an LED screen would be located at the front on the upper part of the structure elevation, but this time, it would measure approximately 4.5m (wide) x 2.5m (high), with a reduced display area of 11.25 square metres.
- 4.7 Furthermore, notwithstanding that the structure would be considerable in size when viewed in the context of the piazza, it would appear subservient in size and scale in comparison to the existing tall and dominant multi-storey buildings that would surround the proposed structure on all sides, lessening any adverse impact in this context.
- 4.8 Additionally, it is noted that the application site is not located within a conservation area, and none of the surrounding buildings are listed. While Bloomsbury Conservation Area is situated to the north and east of the site, Denmark Street Conservation Area to the west and south and Seven Dials Conservation Area to the south-east, in the context of the tall, multi-storey buildings which surround the piazza on all sides, there would be no significant adverse impact from the proposal on the character and appearance of these areas.
- 4.9 As such, though the Council would unlikely grant permission for the proposal on a permanent basis as it would introduce some harm to the character and appearance of the piazza itself and surrounding buildings on a long-term basis, the impact of the structure and screen for a temporary period would not have any long-lasting harm. Indeed, it is noted that temporary planning permission and advertisement consent has previously been granted on a number of occasions for similar proposals at the application site in 2017, 2018 and 2019 (see 'Relevant history' section above for details). In this regard, a condition would be added to any approval to ensure that the structure and screen are removed in a timely fashion, before or on the agreed date when the temporary period is required to end.
- 4.10 Under these particular circumstances, therefore, the proposal is considered to be acceptable in terms of its size, scale, design, location and method of illumination, and would accord with Local Plan Policy D1 (Design) and related guidance in design terms.

Noise and amenity

- 4.11 Local Plan Policy A1 (Managing the impact of development) and Camden Planning Guidance (Amenity) seek to protect the amenity of Camden's residents by ensuring the impact of

development is fully considered and by only granting permission to development that would not harm the amenity of communities, occupiers and neighbouring residents in terms of noise and vibration levels. This is supported by Camden Planning Guidance (Amenity) that requires the potential impact on the amenity of neighbouring properties to be fully considered.

- 4.12 Local Plan Policy A4 (Noise and vibration) confirms that planning permission will only be granted for noise generating development, including any plant and machinery, if it can be operated without causing any significant harm to amenity and noise sensitive locations.
- 4.13 Notwithstanding that similar proposals have been approved several times in the past at the application site and that a noise survey had been carried out previously within the piazza, in light of concerns raised in the past by some local residents and the CGCA in regard to the need for noise testing to be carried out at a residential unit, the applicant has carried out additional noise testing in support of the current proposal.
- 4.14 As such, the current application submission is accompanied by 2 x Noise Impact Assessments from F1 Acoustics Company Limited in relation to:
- an attended noise survey was undertaken on 11/07/2023 at ground floor level from within the piazza itself with the structure already in situ and the screen and speakers on (ref. 1861/TechnicalMemoNoise/Rev0); and
 - an attended noise survey carried out on 08/03/2024 at 1st and 2nd floor levels from the balconies of 3 x residential properties to the west of the piazza – in Matilda Apartments and 5 Central Saint Giles (ref. 1944/TechnicalMemoNoise/Rev0).
- 4.15 The application and accompanying Noise Impact Assessments have been reviewed by a Council's Environmental Health Officer. The relevant noise criteria is considered to have been adequately predicted within both assessments, taking into consideration distance losses, surface acoustic reflections and, where applicable, screening provided by any buildings. The assessments indicate that the proposed screen and speakers' installation should be capable of achieving the Camden's environmental noise criteria at the nearest and potentially most affected noise sensitive receptors and have minimal adverse effect in terms of noise.
- 4.16 It is noted that the proposed location and orientation for the free-standing structure would ensure that the speakers, which are positioned on the front of the structure, face in the opposite direction to residential units (such as, Matilda Apartments), and therefore, avoid sound (or indeed illumination) being directed towards the nearest residential properties and potentially adversely impacting on the amenity of occupiers of these flats.
- 4.17 A Council's Environmental Health Officer confirmed that the acoustic submission meets the Council's local plan guidelines such that the amenities of the nearest noise sensitive locations and area generally would be safeguarded. Any approval would include a number of conditions to further safeguard the amenities of the site and surrounding area generally so as to ensure that neighbouring residential occupiers would not be unduly harmed by the proposals. This would include a condition in regard to the operational hours for sound to be emitted in connection with the screen's use at the site, so as to limit any adverse impact associated with the proposal on residential amenity.
- 4.18 In terms of the screen's illumination, particularly in regard to the nearest residential dwellings in Matilda Apartments, it is noted that the LED screen faces in the opposite direction. Therefore, due to its orientation, facing away from and in the opposite direction of the residential flats, any light produced by the LED screen would not have any direct impact on the windows of these residential units.
- 4.19 Though the LED screen itself is large in size, no images would project upwards, but would be displayed directly forward into the piazza itself at ground level from the front of the screen, so also avoiding any significant impact from illumination of the screen on the upper floors of commercial buildings which face the screen.
- 4.20 Additionally, bearing in mind that the LED screen would be in use (switched on) during a short temporary period during the summer months when daylight/sunlight is still available in the early hours of the morning and evening, any light generated by the LED screen would be offset by the natural light of the season, so helping to moderate the impact of any resultant illumination on

residents or those working/visiting within surrounding offices and commercial units. As a further safeguard, a condition would be added to any approval to ensure that the intensity of the illumination emitted from the proposed LED screen shall comply with the recommendations of the Institution of Lighting Professionals.

- 4.21 Although the structure would likely attract a higher level of visitors to the piazza than might usually be the case, it is noted that this is the reason for the applicant proposing to place the structure and screen in such a public location as the piazza with ground floor retail units on either side which already attract customers seated outdoors. It is noted that there are only typically 35 chairs available in the piazza for general use. This will therefore help limit the number of people using the public piazza space to view the proposed screen.
- 4.22 Any increase in the amount of visitors is identified by the applicant as potentially benefiting local businesses within piazza. Taking into consideration that the daily use of the free-standing structure with LED screen would cease at 20:00 hours on any given night, as well as the limited amount of general seating available, the volume of additional visitors to the area and increased footfall is not likely to be so high as to generate an unreasonable level of noise within the piazza. After 20:00 hours, the screen is turned off and all seating is removed from the piazza and stored away.
- 4.23 As a further safeguard, the applicant has confirmed within the Operational Management Plan that there will be a dedicated security officer on the piazza during the period of operation as part of the proposals to deal with any incidents of anti-social behaviour, in addition to 24-hour security onsite, which includes CCTV and regular external patrols at night. Additionally, the onsite security team also work closely with the Central District Alliance (CDA) who regularly patrol the wider area and are available as another form of assistance if needed. Residents will also be provided with contact details (email & phone) for the security/building management personnel in order to report any particular issues with the use of the screen.
- 4.24 The organisers of the event are neither promoting the use or sale of alcohol, nor of any other products during the operation of the screen. This accords with the current 'no alcohol' policy within the open public space and central seated area of the piazza. Only existing retail units are allowed to serve alcohol and anyone who purchases from these retail units must stay within their demise when consuming alcohol. Additionally, Central Saint Giles Security and Cleaning service providers will have a visible presence within the piazza in order to keep the area clean and tidy.
- 4.25 All the above measures are considered to represent a reasonable and proportionate approach to managing any potential increase in the numbers of people visiting the site and any associated increase in the normal levels of noise and activity in the piazza, any incidents of anti-social behaviour associated with the screen's use, and possible increased amounts of litter that might arise at the site, such that the amenity of the immediate residents would not be unduly harmed (see also paragraphs 4.34-4.39 'Security, crime and anti-social behaviour' below).
- 4.26 Overall, therefore, the proposal is not considered to have any significant adverse impact on the amenity of residential occupiers in terms of noise levels, nor in terms of any adverse effects on other amenities, subject to compliance with all conditions attached to any approval. As such, the proposal accords with Camden Local Plan Policies A1 (Managing the impact of development) and A4 (Noise and vibration), and related Camden Planning Guidance in amenity terms.

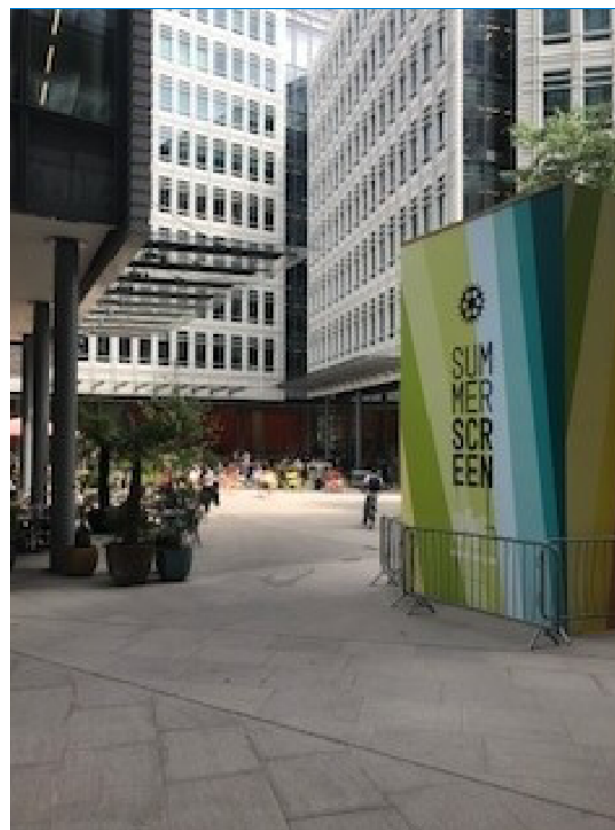
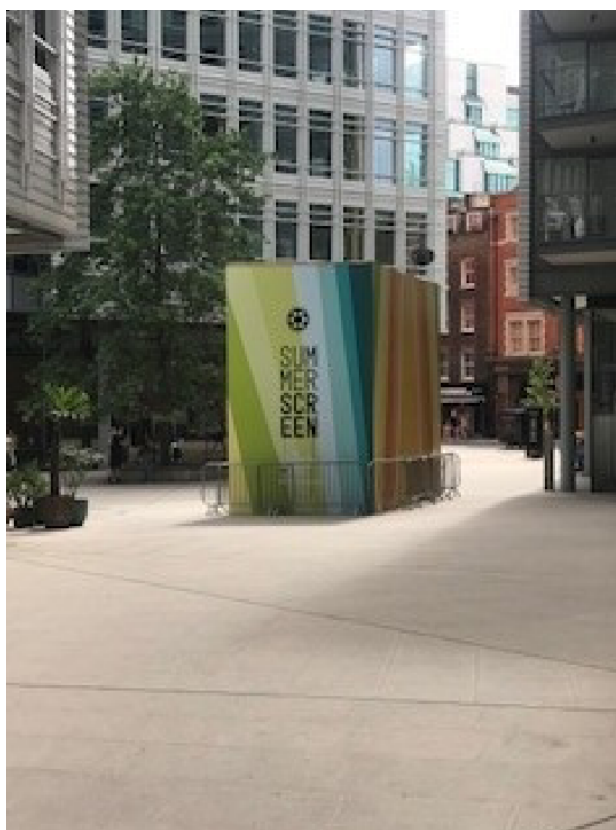
Transport and public highway

- 4.27 Local Plan Policy A1 (Managing the impact of development) requires development proposals to avoid disruption to the highway network, its function, causing harm to highway safety, hindering pedestrian movement and unnecessary clutter, as well as, addressing the needs of vulnerable users.
- 4.28 Local Plan Policy T1 (Prioritising walking, cycling and public transport) states that the Council will seek to ensure that developments improve the pedestrian environment, providing high quality footpaths and pavements that are wide enough for the number of people expected to use them, including features to assist vulnerable road users where appropriate. CPG (Transport) supports this in seeking to ensure that there is no adverse impact on the highway network, the public footway and crossover points.

4.29 It is firstly noted that the Council's Highways Team have reviewed the current proposal and supporting information, and have confirmed that they do not have any concern with the proposal on road or pedestrian safety grounds.

4.30 The proposed location for the free-standing structure with LED screen within the piazza is a wide and open space. Notwithstanding the large size of the structure, the position would ensure that there would be adequate space between the back of the structure and the residential and commercial frontages which are positioned behind it. Moreover, it is noted that the proposed structure and screen is smaller than ones previously approved at the application in order to address some access and pedestrian movement concerns previously expressed by local residents and the CGCA (see Images 3 and 4 below showing previous example which was a larger structure).

4.31 Though the proposed structure would inevitably obstruct some sightlines and pedestrian desire lines which would normally be available through and across the piazza, the proposed location set forward from the existing building elevations would still provide adequate space for pedestrians, wheelchair users and prams to move freely passed the structure without impairing pedestrian comfort. There are also no issues at the front or sides of the structure in terms of pedestrian movement given the open space provided within the piazza and various access routes around it.



Images 3 & 4 – showing public access routes passed the rear and sides of the structure

4.32 Additionally, given the enclosed nature of the piazza surrounded by tall, multi-storey buildings on all sides, the LED screen would not face directly onto the adjacent streets flanking the site. As such, any moving images or illumination produced by and shown on the LED screen would not be widely visible from any of the surrounding roads. The proposal, therefore, would not have any significant impact on road traffic, the highway network, public footways outside the site and any vehicular or pedestrian crossover points.

4.33 Overall, therefore, the proposal does not raise public safety concern to road users or pedestrians, nor would it have any significant harmful impact on highway safety, pedestrian movement or the promotion of walking as an alternative to motorised transport, in accordance with Local Plan Policies A1 and T1, and the related guidance.

Security, crime and anti-social behaviour

- 4.34 Local Plan Policy C5 (Safety and security) requires development to contribute to community safety and security. In particular, Paragraph 4.89 states that '*The design of streets, public areas and the spaces between buildings needs to be accessible, safe and uncluttered. Careful consideration needs to be given to the design and location of any street furniture or equipment in order to ensure that they do not obscure public views or create spaces that would encourage antisocial behaviour*'.
- 4.35 It is firstly noted that the Metropolitan Police Crime Prevention Design Advisor has reviewed the current proposal and supporting information, following a site visit and discussions with the head of security for the area, and raises no concerns in terms of public and community safety at the application site and wider area.
- 4.36 As mentioned previously above, the proposal is accompanied by an Operational Management Plan which confirms that there will be a dedicated security officer on the piazza during the period of operation as part of the proposals to deal with any incidents of anti-social behaviour (ASB). In addition to 24-hour security onsite, which includes CCTV and regular external patrols at night, residents will also be provided with contact details (email & phone) for the security/building management personnel in order to report any particular issues with the use of the screen. The onsite security team also work closely with the Central District Alliance (CDA) who regularly patrol the wider area and are available as another form of assistance if needed.
- 4.37 The organisers of the event are neither promoting the use or sale of alcohol, nor of any other products during the operation of the screen. This accords with the current 'no alcohol' policy within the open space and seated area of the piazza. Only existing retail units are allowed to serve alcohol and anyone who purchases from these retail units must stay within their demise when consuming alcohol. Additionally, Central Saint Giles Security and Cleaning service providers will have a visible presence within the piazza in order to keep the area clean and tidy.
- 4.38 Furthermore, the applicant has carried out a security risk assessment and survey in relation to proposals involving a potentially crowded public space and has taken into account counter terrorism measures for the application site. These include training for all security staff and the completion of a site security risk assessment. These details have been made available to and reviewed by the Metropolitan Police Crime Prevention Design Advisor.
- 4.39 Overall, therefore, the proposal is considered unlikely to promote any additional ASB and crime at the application site and wider area, and steps have been taken in regard to the safety and security of the site and its users. Additionally, the Metropolitan Police Crime Prevention Design Advisor has confirmed that no security, crime or anti-social behaviour issues have been reported/occurred in the past associated with any previous similar proposals. As such, the proposal accords with Local Plan Policy C5 (Safety and security) and associated guidance in this regard.

5. Advertisement consent application

- 5.1 Advertisement consent is sought for a proposed free-standing structure, wrapped in a coloured vinyl, and the display of advertisements associated with an integral LED screen.
- 5.2 The structure and screen would be smaller than previously approved. The proposed structure would measure approximately 4.8m (wide) x 1.5m (deep) x 3.85m (high). An LED screen would be located at the front on the upper part of the structure elevation and would measure approximately 4.5m (wide) x 2.5m (high), with a display area of 11.25 square metres. The screen would display moving images.
- 5.3 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to consider amenity and public safety matters in determining advertisement consent applications.

Amenity: Visual impact and impact on residential amenity

- 5.4 Local Plan Policy A1 (Managing the impact of development) confirms that the Council will expect development to avoid harmful effects on the amenity of existing and future occupiers and nearby properties.

- 5.5 Local Plan Policy D4 (Advertisements) confirms that the “*Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage in the area.*” (Paragraph 7.82).
- 5.6 Camden Planning Guidance (CPG) Design advises that good quality advertisements should respect the architectural features of the host building and the character and appearance of the surrounding area. CPG Amenity advises that artificial lighting can cause light spillage and glare, as well as, be damaging to the environment through having a detrimental impact on the quality of life of neighbouring residents and by changing the character of a locality.
- 5.7 Section 12 (Achieving well-designed places) of the National Planning Policy Framework (NPPF) states in Paragraph 141 that ‘*The quality and character of places can suffer when advertisements are poorly sited and designed*’.
- 5.8 Whilst it is accepted that all advertisements are intended to attract attention, the visual impact of the structure which supports the integral LED screen would likely be striking within the context of its setting within the piazza, not least given its rather bulky and unattractive appearance. However, it is also acknowledged that the structure has a functional purpose in providing safe support for the LED screen and that the framework would be fully screened behind coloured vinyl, which would help to moderate its visual appearance to some degree.
- 5.9 Furthermore, notwithstanding that the LED screen would be a considerable size, when viewed in the context of the piazza, it would appear as subservient to the size and scale of the existing tall and dominant multi-storey buildings which surround it on all sides, so lessening any adverse impact in this context (see Images 1 and 2 above). The application site is not located within a conservation area and none of the surrounding buildings are listed.
- 5.10 As mentioned previously, due to its orientation, facing away from and in the opposite direction of the residential flats (for instance, Matilda Apartments), any light produced by the LED screen would not have any direct impact on the windows of these residential units and amenity of the occupiers. Though the LED screen itself is large in size, no images would project upwards but would be displayed directly forward into the piazza itself at ground level from the front of the screen, so also avoiding any significant impact from the illumination of the screen on the upper floors of commercial buildings which face the screen.
- 5.11 Finally, it is also noted again that temporary advertisement consent (and associated planning permission) has previously been granted on a number of occasions for similar proposals at the application site, namely, in 2017, 2018 and 2019 (see ‘Relevant history’ section above for details).
- 5.12 As such, though the Council would unlikely grant consent for the proposed display of signage on a permanent basis as it would harm the visual amenity of the piazza itself and surrounding buildings, the impact of illuminated signage for a temporary period would not have any long-lasting harm. In this regard, a condition would be added to any consent to ensure that screen (and structure) are removed in a timely fashion, before or on the agreed date when the temporary period is required to end.
- 5.13 As a further safeguard, a condition would be added to any approval to ensure that the intensity of the illumination emitted from the proposed LED screen shall comply with the recommendations of the Institution of Lighting Professionals.
- 5.14 Under these particular circumstances, therefore, the proposal is considered to be acceptable in accordance with Local Plan Policies A1, D1 and D4 of the Camden Local Plan 2017 and Section 12 of the NPPF.

Public Safety

- 5.15 Local Plan Policy A1 (Managing the impact of development) states that the Council will resist development that fails to adequately assess and address transport impacts affecting communities, occupiers, neighbours and the existing transport network.
- 5.16 More specifically, CPG Advertisements in Paragraph 1.10, supported by Local Plan Policy D4, advises that, ‘*Advertisements will not be considered acceptable where they impact upon public*

safety, such as being hazardous to vehicular traffic (e.g. block sight lines, are more visible than traffic signals, emit glare) or pedestrian traffic (e.g. disrupt the free flow of pedestrian movement).'

- 5.17 Additionally, CPG (Transport) also seeks to ensure that there is no adverse impact on the highway network, the public footway and crossover points.
- 5.18 Given the enclosed nature of the piazza surrounded by tall, multi-storey buildings on all sides, the illuminated LED screen would not face directly onto the adjacent streets flanking the site. As such, any moving images or illumination produced by and shown on the LED screen would not be widely visible from any of the surrounding roads. The proposal, therefore, would not have any significant impact on road traffic, the highway network, public footways outside the site and any vehicular or pedestrian crossover points.
- 5.19 The proposed location for the free-standing structure with LED screen within the piazza is a wide and open public space. Notwithstanding the large size of the structure, the position would ensure that there would be adequate space for pedestrians and wheelchair users to move freely passed the structure and screen without impairing pedestrian comfort.
- 5.20 In terms of public safety, therefore, the proposed signage would not create an obstruction nor a create a distraction to pedestrian or vehicular traffic which might otherwise cause a hazard to highway safety for road users or pedestrians, and as such, there are no public safety concerns associated with the proposed display of advertisements.

6. Recommendation

- 6.1 It is therefore recommended that (1) conditional planning permission be granted and (2) advertisement consent be granted

DISCLAIMER

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 24th June 2024, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Application ref: 2024/1187/P
Contact: Fast Track TY
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 17 June 2024

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk

Savills
Central Saint Giles
1 St Giles High Street
London
WC2H 8AG

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

Central St Giles Piazza
St Giles High Street
London
WC2H 8AG

DECISION

Proposal:

Temporary erection of a free-standing structure incorporating a LED screen (for advertising purposes) between 28/06/2024 and 27/09/2024 within the Central Saint Giles Piazza.

Drawing Nos: CSG-PLANNING-01 (site location plan); FP-SW-SC-L00-01000 rev 02 (proposed site layout plan); Unnumbered x5 proposed images (screen front, rear, roof, left-side, right-side); Photo sheet (4 x photographs); Cover Letter from Savills (Central Saint Giles) dated 11/03/2024; Operational Management Plan (Summer 2024) from Savills (Central Saint Giles) received 05/04/2024; CADS document 2024 from CScreens Ltd. received 25/03/2024; Screen Location and Positioning document from Savills (Central Saint Giles) dated 01/03/2024; Noise Impact Assessment from F1 Acoustics Company Limited (ref. 1861/TechnicalMemoNoise/Rev0) dated 13/07/2023; Noise Impact Assessment from F1 Acoustics Company Limited (ref. 1944/TechnicalMemoNoise/Rev0) dated 22/03/2024.

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

Condition(s) and Reason(s):

- 1 The free-standing structure with integral LED screen hereby permitted is for a temporary period only and shall be removed and the site made good on or before 27/09/2024.

Reason: The type of structure is not such as 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 policies A1 and D1 of the Camden Local Plan 2017.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: CSG-PLANNING-01 (site location plan); FP-SW-SC-L00-01000 rev 02 (proposed site layout plan); Unnumbered x5 proposed images (screen front, rear, roof, left-side, right-side); Photo sheet (4 x photographs); Cover Letter from Savills (Central Saint Giles) dated 11/03/2024; Operational Management Plan (Summer 2024) from Savills (Central Saint Giles) received 05/04/2024; CADS document 2024 from CScreens Ltd. received 25/03/2024; Screen Location and Positioning document from Savills (Central Saint Giles) dated 01/03/2024; Noise Impact Assessment from F1 Acoustics Company Limited (ref. 1861/TechnicalMemoNoise/Rev0) dated 13/07/2023; Noise Impact Assessment from F1 Acoustics Company Limited (ref. 1944/TechnicalMemoNoise/Rev0) dated 22/03/2024.

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

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D1 [and D2 if in CA] of the London Borough of Camden Local Plan 2017.

- 4 The external noise level emitted from proposed LED screen at the development shall not exceed LAeq,15min 61dB at 5m from the screen operating at maximum capacity and thereafter be permanently retained for the consented time period.

Reason: To ensure that the amenity of occupiers of the development site / surrounding premises are not adversely affected by noise from the installed screen in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017.

- 5 The intensity of the illumination of the LED digital screen shall not exceed 2500 candelas per square metre during the day, in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015. The levels of luminance on the digital sign should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits, and will only be in operation between the hours of 08:00 and 20:00 for the temporary period.

Reason: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D4, A1 and T1 of the Camden Local Plan 2017.

- 6 The hours of operation of the LED screen hereby permitted shall be restricted to between the hours of 08:00 and 20:00 for the temporary period and any sound emitted from the screen limited to between the hours of 12:00 and 20:00.

Reason: The type of operation is not such as the Council is prepared to approve, other than for a limited period, in view of its impact. Longer operation of the sound would be contrary to the requirements of policies A1 and A4 of the Camden Local Plan 2017.

Informative(s):

- 1 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).
- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

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 must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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 2021.

You can find advice about your rights of appeal at:

[https://www.gov.uk/appeal-planning-decision.](https://www.gov.uk/appeal-planning-decision)

Yours faithfully

Chief Planning Officer

DRAFT

DECISION

Application ref: 2024/1188/A
Contact: Fast Track TY
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 17 June 2024

Development Management
Regeneration and Planning
London Borough of Camden
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Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk

Savills
Central Saint Giles
1 St. Giles high Street
London
WC2H 8AG

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Central St Giles Piazza
St Giles High Street
London
WC2H 8AG

DECISION

Proposal:

Temporary erection of a free-standing structure incorporating a LED screen (for advertising purposes) between 28/06/2024 and 27/09/2024 within the Central Saint Giles Piazza.

Drawing Nos: CSG-PLANNING-01 (site location plan); FP-SW-SC-L00-01000 rev 02 (proposed site layout plan); Unnumbered x5 proposed images (screen front, rear, roof, left-side, right-side); Photo sheet (4 x photographs); Cover Letter from Savills (Central Saint Giles) dated 11/03/2024; Operational Management Plan (Summer 2024) from Savills (Central Saint Giles) received 05/04/2024; CADS document 2024 from CScreens Ltd. received 25/03/2024; Screen Location and Positioning document from Savills (Central Saint Giles) dated 01/03/2024; Noise Impact Assessment from F1 Acoustics Company Limited (ref. 1861/TechnicalMemoNoise/Rev0) dated 13/07/2023; Noise Impact Assessment from F1 Acoustics Company Limited (ref. 1944/TechnicalMemoNoise/Rev0) dated 22/03/2024.

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

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The intensity of the illumination of the LED digital screen shall not exceed 2500 candelas per square metre during the day, in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015. The levels of luminance on the digital sign should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits, and will only be in operation between the hours of 08:00 and 20:00 for the temporary period.

Reason: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D4, A1 and T1 of the Camden Local Plan 2017.

- 7 The free-standing structure with integral LED screen hereby permitted is for a temporary period only and shall be removed and the site made good on or before 27/09/2024.

Reason: The type of structure is not such as 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 policies A1 and D1 of the Camden Local Plan 2017.

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 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-householder-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

Chief Planning Officer

DECISION