

Application ref: 2024/1187/P
Contact: Fast Track TY
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Date: 27 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/planning

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

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

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>.

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

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer