

Application ref: 2024/1188/A
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Savills
Central Saint Giles
1 St. Giles high Street
London
WC2H 8AG

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

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.

Informative(s):

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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-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 grey rectangular background.

Daniel Pope
Chief Planning Officer