

London Borough of Camden  
2<sup>nd</sup> Floor, 5 Pancras Square  
Kings Cross  
London  
N1C 4AG

31<sup>st</sup> March 2025

Your references: PP-13937974 & PP-13938803

Dear Duty Planner,

**Central Saint Giles, London, WC2H 8AG**  
**Planning Application – Temporary Outdoor Television Screen and Structure**

We write on behalf of our client, Google UK Ltd to apply for planning permission and advertisement consent in relation to the temporary display of an LED screen at Central Saint Giles Public Piazza, London, WC2H 8AG.

**Application Documentation**

The application has been submitted via the planning portal (PP-13937974 & PP-13938803) after speaking and liaising with Camden duty planners and comprises the following:

- Completed application forms;
- The requisite application fees of £1346.00 inclusive of VAT (Full Planning permission fee £673.00 & Consent to display an advertisement fee £673.00)
- Location Plan;
- Site Plan;
- CAD Drawings of the Screen, Visualisation Front, Back, Top and Sides with screen elevations
- Technical Acoustic Noise Testing Report from the piazza
- Technical noise measurement testing Report from within the residential flats
- Screen Location & Positioning Document
- Operational Management Plan; and
- Photo Sheet

**Site Context**

This application relates to Central Saint Giles Public Piazza (hereafter referred to as the 'Site'). Central Saint Giles is a large-scale mixed-use development which comprises approximately 53,000sqm of office space, 3,000sqm of restaurants/cafes and over 100 residential apartments. The Public Piazza is centrally located and is largely enclosed on all sides; with building heights varying between 8-16 storeys.

Public access is gained via four pedestrian routes from St Giles High Street (opposite St Giles Church) and close to the junction with Shaftsbury Avenue), Bucknall Street to the north and Earnshaw Street to the west.

Immediately to the north, across Bucknall Street, is Castlewood House. To the east, is Dyott Street and Princes Circus, including Bloomsbury Baptist Church. Immediately to the south is St Giles High Street and St Giles-in-the-fields (St Giles Church). To the west, beyond Earnshaw Street, stands the Centre Point Tower and St. Giles Square.

The site is neither listed, nor is located within a conservation area. However, three conservation areas surround the site, Bloomsbury to the north and east, Seven Dials (Covent Garden) to the southeast and Denmark Street, to the south and west. There are a number of nearby listed buildings including the grade 1 listed St Giles Church and CentrePoint.

The wider area around the site is characterised by many of London's most popular visitor attractions, including Oxford Street, Bloomsbury, Holborn, Covent Garden, and Soho. The site is located within close proximity to Tottenham Court Road underground station and numerous bus routes run along New Oxford Street, Charing Cross Road and Tottenham Court Road.

Given the excellent public transport links, the site is rated at the highest achievable public transport accessibility level (PTAL) of 6b.

## **The Proposal**

This application seeks planning permission to erect a structure incorporating an LED screen for a temporary period between 27<sup>th</sup> June 2025 and 26<sup>th</sup> September 2025 at Central Saint Giles Public Piazza. Advertisement consent is also sought to display the occasional motion picture advertisements on screen.

The application follows the success of 5 previous years (2016-2019 & 2024) temporary screen structure which was first installed in the Summer of 2016. Please refer to enclosed photographs of the structure from previous years.

The structure will be located on the western side of the Piazza (Earnshaw Street side). The proposed structure measures 5,500mm (w) x 1,800mm (d) x 4,500mm(h). With the screen measuring at 11.25sqm.

The purpose of the structure is to screen live major cultural sporting events that fall over the summer period, particularly the 2025 FIFA Women's Euros, Wimbledon, Women's World Cup Rugby, Cricket and Tour de France.

The screen will be erected on 27<sup>th</sup> June 2025 and will be operational between 27<sup>th</sup> June 2025 and 26<sup>th</sup> September 2025. The screen will remain in place throughout the event period. The screen will be dismantled by 26<sup>th</sup> September 2025.

It is proposed that the event will be open to the public from 08.00-20.00. The screen will be turned off earlier on evenings when there is no content planned. Between 08.00-12.00 there will be no noise from the screen, and it will just show the BBC/Sky news. From 12.00-20.00 either sport, adverts or the news will be played with the sound on. There will be barriers placed around the screen when not in use.

The public open space is already well used by workers and residents. There is not anticipated to be an increase in the use of the Piazza that would warrant the provision of additional facilities. During the events periods there will be no selling of goods or services on the Piazza. There will be a no alcohol policy.

## **Temporary Screen – Planning Considerations**

### **Principle**

Camden Policy CS9 'Achieving a successful Central London' seeks to support and promote the Central London area of Camden as a successful and vibrant part of the capital to live, work in and visit. The Council seeks to promote a successful Central London area while achieving a balance between the interests of its residents and the area's economic, social and cultural use and roles.

In this context, the temporary structure is intended to be for the benefit of the local residents and workers, in addition to the visiting public. The proposed screen will provide a valuable community and recreational facility during sporting events such as the 2025 FIFA Women's Euros and various other sport. The proposal will enhance the vitality and use of the public open space. In turn it will also benefit the surrounding ground floor businesses bringing economic benefits to the area. The screen can be enjoyed by all and gives a sense of wellbeing, as all participants can enjoy the outside space and community engagement.

### **Design**

The proposed structure and LED screen in terms of size, design and location are considered appropriate. They would be located for a temporary period only and would not harm the visual amenity of the area. Further, given the relatively enclosed area of the site within the Central Saint Public Piazza its presence (for a temporary period of time) will not detract from the appearance of nearby heritage assets. Please refer to the plans and specification for information.

The proposal therefore accords with design policies Camden Policy CS14 'Promoting high quality places and conserving our heritage', DP24 'Securing high quality design' and Camden Planning Guidance (CPG) 1: Design.

### **Amenity**

Camden Policy CS5 'Managing the impact of growth and development' and Development Policy DP26 'Managing the impact of development on occupier and neighbours' both seek to protect the amenity of Camden's residents, workers and visitors.

The proposed screen structure seeks to enhance the general amenity and vitality of the public open space. The hours of operation will be limited between 08.00 – 20.00. More specifically, between 08.00 to 12.00 there will be no noise from the screen, and between 12.00 – 20.00 the screen will show the sport or news with the sound on. We have taken into account our local residents and have conducted 2 professional sound measurement testing from the piazza and internally to a number of flats both in the Private and Affordable blocks. Please refer to the sound measurement reports and operational management plan for further details.

In the context of the above and given that the screen structure is only proposed to be in place for a temporary period it is considered that there will be minimal, if any, adverse impact on the surrounding amenity.

## **Transport**

Public access is gained via four routes; St Giles High Street, Bucknall Street, Dyott Street and Earnshaw Street. The site is already well used by local office workers, residents and visitors, particularly during the summer months, and the congregation of people in this location therefore will not be unusual. Further, the site is located within a highly accessible Central London location.

In this context, the existing transport infrastructure will meet the need generated by the development and accords with DP16 'The transport implications of development'.

## **Safety**

To prevent antisocial behaviour and crime there will be a no alcohol policy. The active use of the public open space will improve public safety. There will be 24-hour security (Team of 19 officers, 6 by day, 4 by night) onsite including CCTV with regular external patrols at night. Please refer to the operational management plan for further details.

The proposal will conform to Core Strategy Policy CS17 'Making Camden as a safer place' and Development Policy DP24 'Securing high quality design'.

## **Advertisements – Planning Considerations**

The interests of 'amenity' and 'public safety' are the only considerations that can be assessed in the exercise of the advertisement control. The intermittent, moving picture advertisement proposed on the screen is considered acceptable for the following reasons:

- The relatively modest size of the screen relative to the surrounding built environment,
- Adverts will only be shown on the screen intermittently within the limited operating hours,
- The screen structure will not detract from any nearby heritage assets, and
- The screen and speakers face into the public space which is enclosed by buildings and will not pose a distraction to road users or residents.

## **Summary**

It is considered that this application for the temporary installation of a television screen and speakers, for the purpose of sporting events such as the Women's FIFA Euros, Tour de France, Cricket and the Women's Rugby World Cup 2025 and other sport listed will provide an important community facility and is entirely in accordance with the Council's relevant planning policies.

Should you have any questions about the contents of this letter in the meantime, please do not hesitate to contact myself, Sarah Fraser on 020 7240 6492.

Yours faithfully



Sarah Fraser  
Operations Manager  
Central Saint Giles