

Miss Hannah Murray  
Gerald Eve LLP  
72 Welbeck Street  
London  
W1G 0AY

Application Ref: **2016/1096/P**  
Please ask for: **Samir Benmbarek**  
Telephone: 020 7974 **2534**

25 April 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:  
**1 St Giles High Street**  
**London**  
**WC2H 8AG**

Proposal:  
Installation of 3 totems with associated non-illuminated signage following removal of 3 existing totems with associated signage within the Central St Giles Piazza  
Drawing Nos: OS Extract (Location Map); OS Extract (Block Map); 16253\_01B; 16253\_02; SP1; 50606-1\_A; Unnumbered signage details; Existing totem photograph; Proposed totem photograph; Design and Access Statement

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

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).



- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: OS Extract (Location Map); OS Extract (Block Map); 16253\_01B; 16253\_02; SP1; 50606-1\_A; Unnumbered signage details; Existing totem photograph; Proposed totem photograph; Design and Access Statement

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

Informative(s):

- 1 Reasons for granting permission:

The 3 totem poles and cover plates are similar in its form, height and proportions to the existing totems and plates in St Giles' Piazza. The replacements will also be in the same location as the existing. The materials and design and the associated signage on them are considered acceptable in the context of this modern development. The locations and nature of the signs within the piazza are considered acceptable as their purpose is to direct and inform pedestrians using this area.

Due to the proposal's size and location, there would be no harm to the residential amenity of any adjoining occupiers.

No objections were received on the proposal. The applicant site's planning history of the site and relevant appeal decisions were taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan (March 2015); and paragraphs 14, 17, and 56-66 of the National Planning Policy Framework.

- 2 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 are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 3 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which 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,

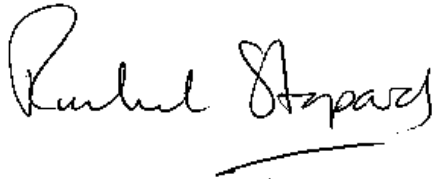
Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard  
Director of Supporting Communities