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Our ref: LW/RG/J10332

Your ref: PP-05876982

Dear Sir / Madam,

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

We write on behalf of our client, Legal and General, to apply for planning permission and advertisement consent in relation to the temporary display of an LED screen at Central Saint Giles Public Plaza, London, WC2H 8NU.

Application Documentation

The application has been submitted via the planning portal (PP-05960447) and comprises the following:

- Completed application form;
- The requisite application fee £580;
- Location Plan (Ref: CSG-Planning-01);
- Site Plan (Ref: CSG-Planning-02);
- 3D Screen Elevation;
- 3D Screen Visualisation;
- Screen Specification Details,
- Speaker Specification Detail;
- Operational Management Plan; and
- Photo Sheet.

Site Context

This application relates to Central Saint Giles Public Plaza (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/cafés and over 100 residential apartments. The Public Plaza 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 Central 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.

The site is neither listed, nor is it 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 I listed St Giles Church and Centre Point.

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 19 June 2017 and 15 August 2017 at Central Saint Giles Public Plaza. Advertisement consent is also sought to display the occasional motion picture advertisements on screen.

The application follows the success of last year's temporary screen structure which was installed in the summer of 2016. The screen was only installed for 28 days and therefore planning permission was not required. Please refer to enclosed photographs of the structure last year.

The structure will be located on the western side of the plaza (Earnshaw Street side). The proposed structure measures 6,000mm (w) x 3,500mm (d) x 4,200mm (h). The LED screen measures 2160mm x 3840mm and will sit within structure.

The purpose of the structure is to screen live major cultural sporting events that fall over the summer period, particularly the Tennis at Wimbledon and World Athletics Championships. The screen will be erected on 18 June 2017, and will be operational between 19 June 2017 and 13 August 2017. The screen will remain in place throughout the event period. The screen will be dismantled on 14/15 August 2017.

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 news. From 12:00-20:00 either sport or the BBC 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 use of the Plaza that would warrant the provision of any additional facilities. During the event periods, there will be no selling of goods or services on the Plaza. 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 Wimbledon and the World Athletics Championships. The proposal will enhance the vitality and use of the public open space. In turn it will also increase footfall for the surrounding ground floor businesses bringing economic benefits to the area.

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 of the site within the central public plaza 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 refer 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 to 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 the BBC news with the sound on. Please refer to the 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 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 will therefore is 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 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 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 advertisement control. The intermittent, moving picture advertisement proposed on the screen is considered acceptable for the following reasons:

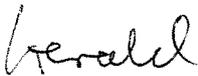
- The relatively modest size of the screen relative to the surrounding built environment,
- Adverts will only be shown on the screen intermittently within the limited operating hours,
- The screen structure will not detract from any nearby heritage assets, and
- The screen faces in to the public space 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 Wimbledon and the World Athletics Championships which 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 Rebecca Gunn (020 7333 6407) of this office.

Yours faithfully

  
Gerald Eve LLP