

Miss Gabriella Romeo
Broadgate Estates
1 St Giles High Street
London
WC2H 8AG

Application Ref: **2018/1686/A**
Please ask for: **Ben Farrant**
Telephone: 020 7974 **6253**

9 May 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Central St Giles Piazza
London
WC2H 8AG

Proposal:
Temporary erection of a structure incorporating a LED screen (for advertising purposes) between 9th June 2018 and 18th August 2018 within Central St Giles Piazza
Drawing Nos: Operational Management Plan (unnumbered), CSG-PLANNING-01, 001 & CSG-PLANNING-02

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 structure hereby permitted is for a temporary period only and shall be removed and the site made good on or before 18th August 2018.

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 D1 and A1 of the Camden Local Plan (2017).

- 7 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.

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 and A1 of the Camden Local Plan 2017.

Informative(s):

1 Reasons for granting permission.

This application forms the resubmission of 2017/1938/P and 2017/2385/A approved for a temporary period the previous year.

Planning permission is sought for the temporary erection of a structure incorporating an LED screen (for advertising purposes) to be in place and in operation between 9th June 2018 and 18th August 2018, within Central St Giles Piazza, to show summer news and sport events. The proposed operating hours of the LED screen (visual and sound) are between the hours of 08:00 and 20:00 for the images, and 12:00 and 20:00 for the sound.

The site is not within a conservation area and there are no nearby Listed Buildings which would be impacted as a result of the works.

Although the free standing structure is of a considerable size on its own merit, when viewed in the context of St Giles Piazza, it is considered that the free standing structure is somewhat dwarfed by the scale of the surrounding dominant multi-storey buildings. As such, its impact on the character of St Giles Piazza and surrounding building is considered to be negligible, especially given its temporary nature. Considering the temporary implementation of the screen, the appearance of the structure is considered to be acceptable.

The free standing structure with LED screen would back onto Matilda Apartments where residential units are located. Due to its orientation, facing away from the windows of the residential flats, the light produced by the LED screen would not impact on the windows of the residential units. Given its temporary use, only during the summer months within the afternoon and early evening, the screen is unlikely to result in undue levels of light pollution. A condition is recommended to restrict its illuminance to 2500cd/m.

The LED screen would also not face directly onto the adjacent streets flanking the site, such as St Giles High Street and Bucknall Street, where the access points to the piazza are located. The chosen location for the free structure with LED screen is wide and open public space. There is ample space between the back of the fixture and the commercial frontage which is set back from the projecting elevation of the upper floors to allow for a free flowing walking corridor.

Although the structure would inevitably attract a higher level of visitors to St Giles Piazza than is usually experienced, this is the reason for placing the structure in such a public location. Taking into consideration that the daily use of the free standing structure with LED screen would cease at 20:00 every night, the volume of extra visitors is not likely to be so high that it would generate an unreasonable level of noise.

The organisers of the event are neither promoting the use or sale of alcohol, nor of any other products. It is proposed to have 24hr on-site security, including the use of CCTV with regular external patrols at night in order to tackle any issues or incidents of anti-social behaviour.

The proposed internally illuminated LED screen is not uncommon for this type of event. The moving images produced by and shown on the LED screen would not be viewed from any of the surrounding roads, and would therefore not impact on traffic / road users. The illumination and the type of images do not raise any concerns in terms of public safety.

No comments were received in relation to this scheme following public consultation. The planning history of the site and surrounding area has been considered when determining this application.

As such, the proposed development is in general accordance with policies D1, A1 & A4 of the London Borough of Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2012.

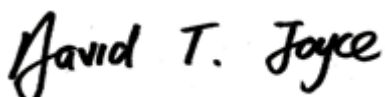
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 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, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website 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.

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 in regard to your rights of appeal at:

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

Yours faithfully



David Joyce
Director of Regeneration and Planning