



Flitcroft House  
114-116 Charing Cross Rd  
London WC2H 0JR  
tel: +44 (0)20 3640 8508  
fax: +44 (0)20 3435 4228  
email: [info@iceniprojects.com](mailto:info@iceniprojects.com)  
web: [www.iceniprojects.com](http://www.iceniprojects.com)

London Borough of Camden  
Planning Department  
2nd Floor,  
5 Pancras Square c/o Town Hall,  
Judd Street  
London  
WC1H 9JE

**FAO Matthias Gentet**

30<sup>th</sup> May 2018

VIA EMAIL

Dear Matthais,

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)  
REGULATIONS 2007**

**APPLICATION FOR TEMPORARY ADVERTISEMENT CONSENT**

**LAND AT ST GILES CIRCUS, 126-136 CHARING CROSS ROAD, LONDON, WC2H 8NJ**

---

On behalf of the Applicant, Consolidated Development Ltd, and further to our recent discussions I write to confirm that we have amended our application for advertisement consent and the proposals now comprise of the following:

*"Temporary display of a non illuminated 48 sheet advertisement (6m x 3m) to Andrew Borde Street and Charing Cross Road elevation from 16/04/2018 for a period of up to two years."*

**Site and Location**

The site forms part of the approved St Giles Circus redevelopment site. The development site consists of 4 core areas, these being the area to the north of Denmark Place, the area lying between Denmark Place and Denmark Street north, properties to the south of Denmark Street and 71 Endell Street. The proposed advertisement would be located on the area to the north of Denmark Place.

As noted by the Denmark Place Planning Brief (adopted July 2004), the main site lies at the very heart of the west end of London. Immediately to the north sits an important crossroads of some of the West ends busiest streets – Oxford Street, New Oxford Street, Tottenham Court Road, Charing Cross Road, although it is relevant to note that the road network in the vicinity of the site is under temporary alignment and will not be fixed until the wider development is completed.

St Giles Circus is also a strategically important pedestrian hub, lying as it does at the heart of some of London's most popular visitor attractions, including Tottenham Court Road, Bloomsbury and the British

Museum to the north, Holborn to the east, Covent Garden, Shaftesbury Avenue and London's Theatre land to the south east and south, and Soho and Oxford Street to the west.

With the advent of Crossrail and other significant developments in the area the importance of St Giles Circus as a pedestrian hub will increase even further, making this a key gateway site for this area of Central London

The Site is in Denmark Street Conservation Area and the advertisement would be in the setting of Grade II Centre Point Tower and Centre Point Flats to the north and east and 20 Denmark Street, albeit all of these buildings are currently undergoing works of redevelopment There are also a number of non-designated heritage assets within the setting of the Site.

The Site is in Central London Area (CLA), the Tottenham Court Road Opportunity Area as designated by the London Plan and is identified by Core Strategy Policy CS2 as a Growth Area. The wider redevelopment site is also allocated, in the Council's Site Allocations DPD.

The St Giles Circus is currently under construction with a scheduled completed date in 2019.

#### **Application Background**

This application is submitted in the context of significant redevelopment proposals for the wider St Giles Circus site (ref. 2012/6858/P), which were granted on 31 March 2015 and have since been implemented. The relevant planning permission grants approval for the following development:

*"The erection of three buildings (5 and 7 storey buildings facing Centre Point Tower and a 4 storey building on Denmark Place), to provide 2895sqm of basement Event Gallery space, exhibitions, product launches, live music (including recorded music), awards ceremonies, conferences and fashion shows (Sui Generis), urban gallery, retail, advertising, exhibitions, brand and product launches, corporate events, screenings, exhibitions and events, flexible retails and restaurant floorspace, drinking establishment (Class A4) and a 14 bedroom hotel (Class C1) between Denmark Place and Andrew Borde Street."*

The associated advertisement consent (ref.2012/6863/A) was for:

*"Installation of 1912sqm of internally illuminated intermittent digital LED display to the internal walls, ceiling and floor of the urban gallery in connection with the redevelopment of St Giles Circus site."*

The permanent "urban gallery" would be installed once the redevelopment of St Giles Circus is complete.

While the site is under construction, the intention originally was to erect a shroud advert with commercial advert inset, which was approved in 2016 (LPA ref. 2016/0522/A). However, this style of advert requires a lot of space within the compound for the supporting scaffolding structure and it is not possible to sacrifice this space for 8-9 months of the construction programme.

An application for advertisement consent was subsequently submitted for a smaller LED advertising board (ref. 2016/2888/A), which was refused on 11 August 2015 and then dismissed at appeal on 13 February 2017 (ref. APP/X5210/Z/16/3158874). The original reasons for refusal were:

*The proposed digital sign, by reason of its size, siting and method of illumination would result in an overly dominant addition which would be highly detrimental to the appearance and character of the streetscape and adjoining station building and would fail to preserve or enhance the character or appearance of the Camden Town Conservation Area contrary to Core Strategy Policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places and*

*conserving our heritage) and Development Policies DP24 (Securing high quality design), DP25 (Conserving Camden's Heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of Camden's Local Development Framework and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.*

And:

*The proposed digital sign, by reason of its size, siting and method of illumination close to a road and busy junction, would be likely to distract driver's attention on the approach to Borde Street to the detriment of highway and pedestrian safety, contrary to Development Policies DP21 (Development connecting to the highway network) of Camden's Local Development Framework and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.*

The Inspector at appeal upheld that the proposed temporary advert was not acceptable in amenity impact terms, but would not be harmful to public safety.

A further Advertisement Consent was submitted in May 2017 for an LED advertising board inset into the hoarding surrounding the site (LPA Ref: 2017/3038/A). This application was submitted on the back of detailed discussions with officers about what would be acceptable at the site; however it was subsequently withdrawn by the applicant following negative feedback.

A summary of the relevant planning history is therefore as follows

| Ref.        | Description   | Decision                      | Date           |
|-------------|---|-------------------------------|----------------|
| 2017/3038/A | Temporary display of internally illuminated LED display board signage (measuring 3m in height by 12m in with and 0.6m in depth) to Andrew Borde Street and Charing Cross Road elevation from 21/07/2017 to 31/07/2019   | Withdrawn                     |                |
| 2016/2888/A | Temporary display of internally illuminated LED display board signage (measuring 3m in height by 12m in with and 0.6m in depth) to Andrew Borde Street and Charing Cross Road elevation from 01/09/2016 to 23/05/2018.  | Refused (Dismissed at Appeal) | 11 August 2016 |
| 2016/0522/A | Temporary display of a shroud with 1 x non-illuminated advertisement to Charing Cross Road and Andrew Borde Street elevations from 01/04/2016 to 01/04/2018.  | Granted                       | 4 April 2016   |
| 2014/6754/A | Temporary display of a shroud with 1 x non-illuminated advertisement to Charing Cross Road and Andrew Borde Street elevations and display of a shroud with 1 x non-illuminated advertisement to St Giles High Street and Denmark Street elevations from 01/01/2015 to 01/01/2017. | Granted                       | 24 April 2015  |
| 2012/6863/A | Installation of 1912sqm of internally illuminated intermittent digital LED display to the internal walls, ceiling and floor of the urban gallery in connection with the redevelopment of St Giles Site  | Granted                       | 31 March 2015  |

|             |  |         |               |
|-------------|--|---------|---------------|
| 2012/6858/P | Redevelopment involving the erection of three buildings (5 and 7 storey buildings facing Centre Point Tower and a 4 storey building on Denmark Place), to provide 2895sqm of basement Event Gallery space, exhibitions, product launches, live music (including recorded music), awards ceremonies, conferences and fashion shows (Sui Generis), urban gallery, retail, advertising, exhibitions, brand and product launches, corporate events, screenings, exhibitions and events, flexible retails and restaurant floorspace, drinking establishment (Class A4) and a 14 bedroom hotel (Class C1) between Denmark Place and Andrew Borde Street. | Granted | 31 March 2015 |
|-------------|--|---------|---------------|

Subsequent to the withdrawn application, the Applicant and Agent met with Council officers to discuss a revised advertisement board, and it was agreed that a more traditional backlit poster display which was inset into the hoarding would be a more acceptable approach. This approach now forms the subject of this latest application for advertisement consent.

**Proposed Advertisement**

The revised application proposes a non-illuminated advertisement board 6m x 3m in size to sit on the construction hoarding of the St Giles development site. This represents a significant reduction in advertisement area from 162 square meters to 18 square meters compared to the 2016/0522 shroud advert and it will sit considerably lower than the refused LED advertisement board that was the subject of application 2016/2888/A. It is considered that this revised proposal addresses the previous amenity impact concerns.

I trust the enclosed is sufficient for your purposes, however please do not hesitate to contact me if you require anything further.

Yours sincerely



Anna Snow  
Director