

Application ref: 2019/1047/P  
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**Development Management**  
Regeneration and Planning  
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Central Saint Giles  
1 St Giles High Street  
LONDON  
WC2H 8AG

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:

**Central St Giles Piazza**  
**St Giles High Street**  
**London**  
**WC2H 8AG**

Proposal: Temporary erection of a structure incorporating LED screen (for advertising purposes) between 1st June 2019 and 18th August 2019 within Central Saint Giles Piazza.

Drawing Nos: Cover Letter (14/02/2019); Operational Management Plan - Summer Sport 2019; 3D View - Screen Front; 3D View - Screen Back; CSG-PLANNING-01 - Site Location Plan; CSG-PLANNING-02 - Site Plan; 001 - Detailed Elevations & Floor Plan - Screen.Photo sheet (4x photos);

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 shall be carried out in accordance with the following approved plans: Cover Letter (14/02/2019); Operational Management Plan - Summer Sport 2019; 3D View - Screen Front; 3D View - Screen Back; CSG-PLANNING-01 - Site Location Plan; CSG-PLANNING-02 - Site Plan; 001 - Detailed Elevations & Floor Plan - Screen.Photo sheet (4x photos).

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

- 2 The structure hereby permitted is for a temporary period only and shall be removed and the site made good on or before 18th August 2019.

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).

- 3 The hours of operation of the sound hereby permitted is to be limited between the hours of 12:00 and 20:00.

Reason: The type of operation is not such as the Council is prepared to approve, other than for a limited period, in view of its impact. Longer operation of the sound would be contrary to the requirements of policies A1 and A4 of the Camden Local Plan (2017).

- 4 The external noise level emitted from entertainment at the development hereby approved shall meet the minimum Amber noise criteria set in Table D (Noise levels applicable to proposed entertainment premises) of the Camden Local Plan Appendix 3: Noise Thresholds, at the nearest and/or most affected noise sensitive premises.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting permission.

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 1st June 2019 and 18th August 2019, 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. Temporary planning permission was granted for the same screen previously in 2017 and 2018 (references 2017/1938/P and 2018/1134/P).

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 the operating hours.

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 increase in the amount of visitors would largely and directly benefit the local businesses within St Giles Piazza.

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 proposed development also accords with policies of the London Plan 2016 and the National Planning Policy Framework 2019.

- 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 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

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 must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice about your rights of appeal at:

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

Yours faithfully



Daniel Pope  
Chief Planning Officer