

Application ref: 2019/1339/A  
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**Development Management**  
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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

### **Advertisement Consent Granted**

Address:

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

Proposal: Temporary erection of a structure incorporating a LED screen (for advertising purposes) between 1 June 2019 and 18 August 2019 in the 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 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 advertisement hereby permitted is for a temporary period only and shall be removed and the site made good on or before 18 August 2019.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policies A1 and D4 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, A1 and T1 of the Camden Local Plan 2017.

Informative(s):

1 Reasons for granting permission.

Advertisement consent 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 consent was granted in 2017/2385/A and 2018/1686/A for the same proposals.

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 policy D4 of the Camden Local Plan 2017. The proposed development also accords the London Plan 2016 and the National Planning Policy Framework 2019.

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 in regard to 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 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer