



Your ref:  
My ref: 20/02856/OBS

**Please reply to:** Nikki Mitchell

Email: southplanningteam@westminster.gov.uk

London Borough Of Camden  
London Borough Of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

**Development Planning**  
Westminster City Council  
PO Box 732  
Redhill, 9FL

1 June 2020

Dear Sir/Madam

TOWN AND COUNTRY PLANNING ACT 1990

The City Council has now considered the proposals described below and has decided to RAISE OBJECTION for the reasons stated.

**SCHEDULE**

**Application No:** 20/02856/OBS

**Application Date:**

**Date Received:** 04.05.2020

**Date Amended:** 04.05.2020

**Plan Nos:** Ref: 2020/1910/A

**Address:** LED Screen At, St Giles Square, Camden, London

**Proposal:** 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.

See next page for reasons for objection.

Yours faithfully

**Deirdra Armsby**  
**Director of Place Shaping and Town Planning**

**Reason(s) for Objection:**

- 1 The proposed advertisements are considered wholly unacceptable, by reason of their design, appearance, size and location. They will be seriously harmful to the setting of the Soho Conservation Area, to local views and the settings of adjacent listed buildings.

**Informative(s):**

- 1 The City Council considers that this location is unacceptable in principle for the display of large scale advertisements.

**Note:**

- The Plain English Crystal Mark applies to those conditions, reasons and informatives in this letter which have an associated reference number with the prefix C, R, X or I.
- The terms 'you' and 'your' include anyone who owns or occupies the land or is involved with the development.
- The terms 'us' and 'we' refer to the Council as local planning authority.

