

Address:	Central St Giles Piazza St Giles High Street London WC2H 8AG		4/5
Application Number(s):	2026/0947/P & 2026/0946/A	Officer: Matthew Kitchener	
Ward:	Holborn and Covent Garden		
Date Received:	11/03/2026		
Proposal:	Planning application - Erection of structure incorporating a LED screen and associated advertisements for a temporary period between 1st June 2026 and 31st August 2026. Advertisement consent application - Erection of structure incorporating a LED screen and associated advertisements for a temporary period between 1st June 2026 and 31st August 2026.		
Background Papers, Supporting Documents and Drawing Numbers: Proposed Drawings: Front of Screen 2026, Right Elevation 2026, Left Elevation 2026, CSG PLANNING 01, FP-SW-SC-L00-0100 02, Top of the Screen 2026, TPN 8SQM 4 x 2 (1) 1, Back of the Screen 2026. Documents: 1944/TechnicalMemoNoise/Rev0, 1861/TechnicalMemoNoise/Rev0, 1.1 Operational Management Plan - Temporary Summer Screen on the Piazza - Summer of Sport & Films 2026, Covering Letter dated 27th February 2026, Acoustic Addendum 2026.			
RECOMMENDATION SUMMARY: Grant conditional planning permission and conditional advertisement consent			
Applicant:	Agent:		
CBRE Central Saint Giles 1 St Giles High Street London WC2H 8AG	CBRE Central Saint Giles 1 St Giles High Street London WC2H 8AG		

ANALYSIS INFORMATION

Land use floorspaces				
Use Class	Description	Existing GIA (sqm)	Proposed GIA (sqm)	Difference GIA (sqm)
Sui Generis	Other	9	9	9
Total	All uses	9	9	9

EXECUTIVE SUMMARY

- i) The proposal involves the temporary erection of a free-standing structure within Central St Giles Piazza, incorporating an LED screen and speakers to display mainly news and sporting events taking place during the summer months and occasional advertisements.
- ii) The screen is proposed to operate for a temporary period from 01/06/2026 to 31/08/2026.
- iii) The proposed operating hours of the LED screen (images and sound) on Monday to Friday would be between 08:00 and 20:00 hours and at weekends between 12:00-20.00 hours. Between 08.00-12.00 hours on a weekday, there will be no noise/sound from the screen and only news channels will be shown (e.g. BBC/Sky news). From 12.00-20.00 hours weekdays and weekends, the screen will show live summer sporting events (if available to broadcast at the time) or news with the sound on, and with occasional advertisements displayed. All screenings are free to the public to view. The screen would be turned off earlier when there is no content planned.
- iv) Although in design terms, the proposed free-standing structure has a rather bulky and unattractive appearance, it is acknowledged that it has a functional purpose in providing a safe support for the LED screen and that the framework would be covered by a coloured vinyl to help moderate its appearance. As such, though the Council would unlikely grant permission for the proposal on a permanent basis as it would introduce some harm to the character and appearance of the piazza itself and surrounding buildings on a long-term basis, the impact of the structure and screen for a temporary period would not have any long-lasting harm to the appearance of the area. The site is not in a conservation area.
- v) A Noise Survey has been provided by the applicant with readings taken from three flats located within the closest residential blocks (Matilda House and 5 St Giles) which has been reviewed by the Council's Environmental Health department who have raised no objection subject to conditions restricting noise limits. The Council's Highways Team have reviewed the proposal and supporting information, and have confirmed that they do not have any concern with the proposal on road or pedestrian safety grounds as it does not block pedestrian movement within the Piazza. Regarding security, crime and Anti Social Behaviour (ASB) the proposal is accompanied by an Operational Management Plan which confirms that there

will be a dedicated security officer on the piazza during the period of operation as part of the proposals to deal with any incidents of ASB. In addition to 24-hour security onsite, which includes CCTV and regular external patrols at night, residents will also be provided with contact details (email & phone) for the security/building management personnel in order to report any particular issues with the use of the screen. This has been reviewed by the Metropolitan Police's 'Designing out Crime Officer' who raises no objection to the scheme.

- vi) The scheme complies with the development plan as a whole and is recommended for approval.

OFFICER REPORT

Reason for Referral to Committee:

The Director of Economy, Regeneration and Investment has referred the application for consideration after briefing members [Clause 3(vii)]. The panel considered it should be heard by planning committee due to the level of public interest

1. SITE AND BACKGROUND

Designations

- 1.1 The following are the most relevant designations or constraints:

Designation	Details
Central London Area	Central London Area

Table 1 - Site designations and constraints

Description

- 1.2 The site is on the east side of Central St Giles Piazza.

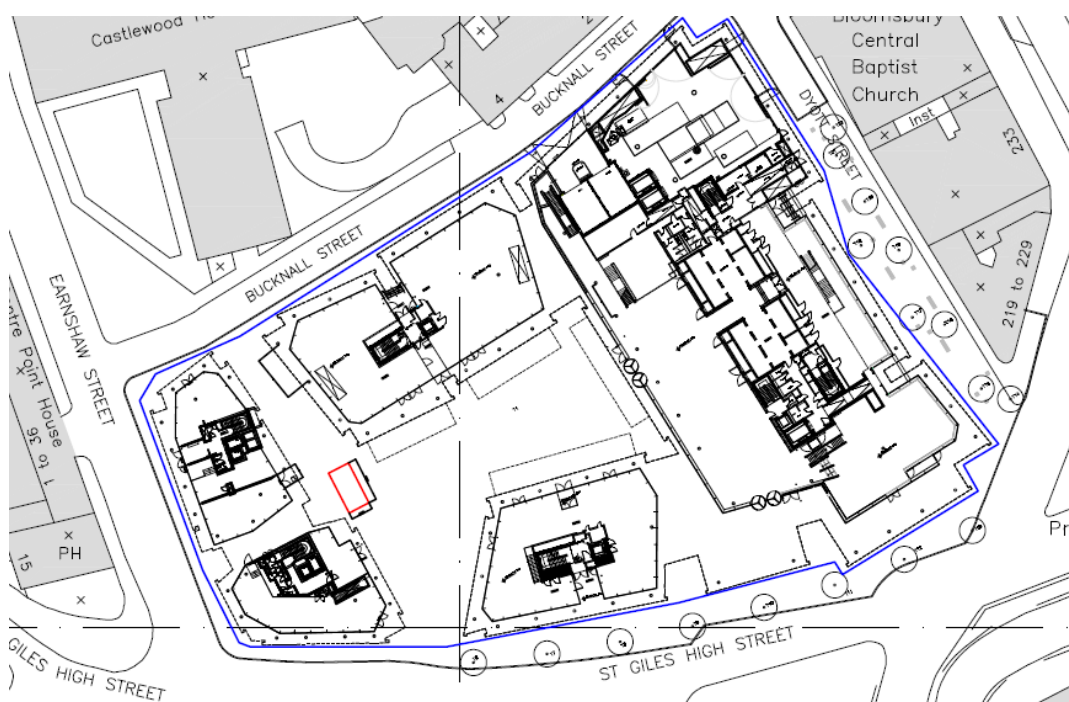


Figure 1 – The site of the screen is outlined in red. The screen and speakers will face to the west.

- 1.3 The site consists of an enclosed piazza. To the west side of the piazza are two residential blocks; Matilda House and 5 Central St Giles Piazza. Matilda House is managed by a social landlord and 5 St Giles Piazza is private. The buildings forming a 'U' shaped block to the north, south and east of the piazza are non-residential commercial buildings.

- 1.4 The surrounding area is a mix of retail, office and residential. The surrounding buildings are typically 8 to 15 storeys in height. The highest building being Matilda Apartments which is to the west of the site. The site is not located within a conservation area or adjacent to any listed buildings.

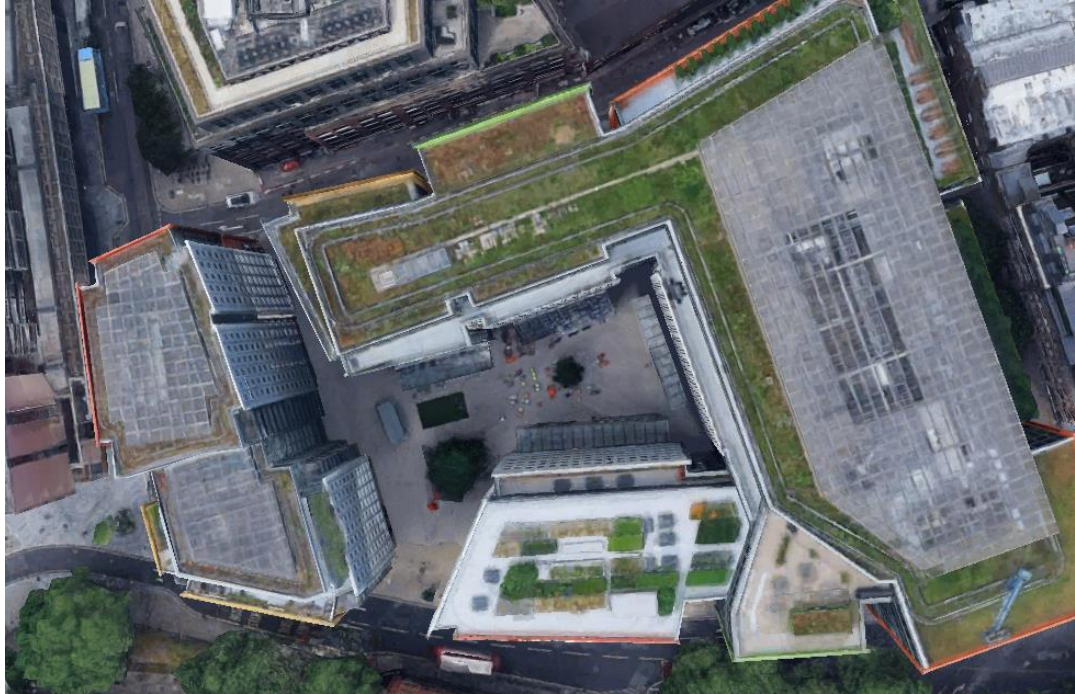


Figure 2 – Aerial image showing the screen in situ in 2025.

1. THE PROPOSAL

- 2.1 The proposal is for planning permission and advertisement consent for the temporary erection of a free-standing structure within Central St Giles Piazza, incorporating an LED screen to display mainly news and sporting events taking place during the summer months and occasional advertisements. The screen is proposed to operate for a temporary period from 01/06/2026 to 31/08/2026.
- 2.2 The structure would measure approximately 5.0m (wide) x 1.8m (deep) x 4.0m (high) and wrapped in a coloured vinyl. An LED screen would be located at the front on the upper part of the structures elevation and would measure approximately 4.0m (wide) x 2.0m (high), with a display area of 8.0 square metres. The previously approved structure measured approximately 5.5m wide) x 1.8m deep x 2.5m (high), with a display area of 11.25 square metres. The proposed screen is therefore slightly reduced in size compared to the previous years, the structure itself is less wide, but taller.
- 2.3 The proposed operating hours of the LED screen (images and sound) on Monday to Friday would be between 08:00 and 20:00 hours and weekends 12:00-20:00. Between 08.00-12.00 hours, there will be no noise/sound from the screen and only news channels will be shown (e.g. BBC/Sky news).

From 12.00-20.00 hours, the screen will show live summer sporting events (if available to broadcast at the time) or news with the sound on, and with occasional advertisements displayed. All screenings are free to the public to view. The screen would be turned off earlier when there is no content planned. At weekends, the screen would only be operational for sporting finals/events or perhaps a family film, otherwise the screen will be switched off entirely. Barriers will be placed around the screen outside of operational hours when the screen is not in use.

- 2.4 A screen technician will attend site once a week and will also have remote access to monitor the screen's performance to ensure that there are no operational issues with its use. There is a management team who are based onsite and oversee all aspects of the screen build, screen content and de-rig. Central Saint Giles Security and Cleaning service providers will have a visible presence within the piazza in order to keep the area clean and tidy. There is a 'no alcohol' policy within the open space and seated area of the piazza. Only the retail units are allowed to serve alcohol and anyone who purchases from these retail units must stay within their demise when consuming alcohol.
- 2.5 There is 24-hour security onsite, including CCTV with regular external patrols at night. Additionally, there will be a dedicated security officer on the piazza during the day and in general 6 officers per day and 4 officers per night available 24/7 as part of the proposals to deal with any incidents of anti-social behaviour. Additionally, the onsite security team also work closely with the Central District Alliance (CDA) who regularly patrol the wider area and are available as another form of assistance if needed. Residents will also be provided with contact details (email & phone) for the security/building management personnel in order to report any particular issues with the use of the screen.
- 2.6 Similar applications for a screen in the piazza were approved 2017-2019 and again for the past two years (see planning history below).

2. RELEVANT HISTORY

2.1 *The Site*

- **2025/1833/P & 2025/1834/A** - Temporary erection of a free-standing structure incorporating a LED screen (for advertising purposes) between 27/06/2025 and 26/09/2025 within the Central Saint Giles Piazza. **Planning permission & advertisement consent granted 26/06/2025.**
- **2024/1187/P & 2024/1188/A** - Temporary erection of a free-standing structure incorporating a LED screen (for advertising purposes) between 28/06/2024 and 27/09/2024 within the Central Saint Giles Piazza. **Planning permission & advertisement consent granted 27/06/2024.**

- **2023/2237/P & 2023/1604/A** - Temporary erection of a free-standing structure incorporating a LED screen (for advertising purposes) between 16/06/2023 and 16/09/2023 within the Central Saint Giles Piazza. **Applications withdrawn by applicant 20/09/2023 (given that the proposed temporary time period for display had expired prior to determination).**
- **2019/1047/P & 2019/1339/A** – Temporary erection of a structure incorporating LED screen (for advertising purposes) between 1st June 2019 and 18th August 2019 within Central Saint Giles Piazza. **Planning permission & advertisement consent granted 10/04/2019.**
- **2018/1134/P & 2018/1686/A** - Temporary erection of a structure incorporating LED screen (for advertising purposes) between 9th June 2018 and 18th August 2018 within Central Saint Giles Piazza. **Planning permission & advertisement consent granted 09/05/2018.**
- **2017/1938/P & 2017/2385/A** - Temporary erection of a structure incorporating a LED screen (for advertising purposes) between 19th June 2017 and 15th August 2017 within Central St Giles Piazza. **Planning permission & advertisement consent granted 06/06/2017.**

Enforcement history:

- **EN23/0518** - Temporary erection of a structure incorporating a LED screen (for advertising purposes). Case closed 10/10/2023 as breach ceased.

3.2 Other Nearby Sites (*Regent's Place Plaza, Euston Road*)

- **2025/1866/P & 2025/2026/A** - Erection of a structure incorporating an LED screen for temporary period from 17 June until 29 September 2025. **Planning permission & advertisement consent granted 12/06/2025.**
- **2024/1516/P & 2024/0612/A** - Erection of a structure incorporating an LED screen for temporary period until 31st October 2024. **Planning permission & advertisement consent granted 16/05/2024.**
- **2023/1262/P & 2023/1534/A** - Erection of a structure incorporating an LED screen and display of LED screen for temporary period until 31st October 2023. **Planning permission & advertisement consent granted 17/05/2023.**
- **2020/0642/P & 2020/1574/A** - Erection of a structure incorporating an LED screen and display of LED screen for temporary period until 31st

October 2020. **Planning permission & advertisement consent granted 11/05/2020.**

- **2019/3181/P & 2019/3599/A** - Erection of a pop-up bar, storage facilities and structure incorporating an LED screen and display of signs for a temporary period between 25th May 2019 and 25th August 2019. **Planning permission & advertisement consent granted 20/08/2019.**
- **2018/1953/P & 2018/2361/A** - Erection of a pop-up bar, storage facilities and a structure incorporating an LED screen and associated advertisements for a temporary period between 1st June 2018 and 1st September 2018. **Planning permission & advertisement consent granted 19/06/2018.**
- **2017/1408/P & 2017/1461/A** - Erection of structure incorporating LED screen and associated advertisements for a temporary period between 3rd June 2017 and 3rd September 2017. **Planning permission & advertisement consent granted 11/04/2017.**
- **2016/1589/P & 2016/1706/A** - Erection of structure incorporating LED screen and associated advertisements for a temporary period between 9th June 2016 and 31st August 2016. **Planning permission & advertisement consent granted 16/05/2016.**
- **2015/2248/P & 2015/2731/A** - Erection of structure incorporating LED screen and display of non-illuminated vinyl wrap and LED screen in public square for a temporary period between 13th June 2015 and 1st November 2015. **Planning permission & advertisement consent granted 14/05/2015 & 05/06/2015 respectively.**

3. CONSULTATION

Designing out Crime Officer – Metropolitan Police

3.1 No objection – Comments offered as follows:

- The main concern is that the venue is within the Controlled Drinking Zone (CDZ) for Camden. How will the consumption of alcoholic beverages purchased from non-licensed units within St Giles Piazza monitored? It is believed that people will bring in alcohol from cheaper retail outlets (especially during the potentially other listed events).
- Does the attraction significantly increase footfall to St Giles Piazza and will security be increased in this area? Theft from the person is already high and having a larger group could increase this risk.

- The timings listed in the operations document state that the LED screen and event area will be open from 0800 – 2000 hours. It did not state whether there is an extension to this for the sports and other events that may go beyond this scope. Extended hours could impact on nearby residential units.
- The location of the screen and seating area would restrict the flow of pedestrian traffic through that main piazza area. This is especially the case for those travelling from or towards Earnshaw Street. Will there be a reduction in the seating areas of the surrounding franchises to compensate for this? Looking at the photo sheet there should be sufficient space but consideration needs to be given especially during popular sporting events.
- Where will the temporary seating be stored overnight? It is strongly recommended additional seating be removed from the area when not in use. The presence of the seating with no purpose could attract groups to loiter and the risk of antisocial behaviour increase.
- The installation will reduce sight lines for members of the public navigating the site. CCTV needs to be actively monitored in corporation with physical patrols to ensure that patrons and staff are safe.
- It is recommended that the applicant has (if not already completed) dialogue with the Counter Terrorism Security Advisor (CTSA) in reference to this feature and event. Any recommendations from the CTSA to be complied with.

Officer response:

- Drinking; The applicant operates a no alcohol policy in the Piazza and anyone drinking will be asked to stop or asked to move on into the retail units. Security officers will be monitoring this, and there is a dedicated Piazza officer. See paragraphs 9.3 on Noise and Amenity below.
- Theft: There will be a security presence on site with 6 officers in the day and 4 at night. There is 24/7 security onsite. There is also security teams working on the floors for the tenants and a dog handler is also onsite. See paragraphs 9.3 Noise and Amenity below.
- Timings: The screen will be turned off at 8pm as per the application – no extended hours past 8pm will be permitted. Barriers will be put around the screen once it is turned off. Chairs and astro turf will be put away each evening.

- Walkway space for residents is addressed below in section 10. Transport and public highway.
- Furniture: All furniture is brought in each evening by the security team.
- Sightlines: The temporary screen has been positioned so as to not obstruct the CCTV on site and the control room is manned 24/7.
- CTSA: The applicant states that their Security Manager is in contact with the CTSA regularly.

Local Councillors

Julian Fullbrook (former Cllr)

4.2 Comments:

- I absolutely endorse the objections on behalf of residents. They have suffered enough. Please note my very strong objection to any proposed summer screen.

Officer response

- *These comments are noted and will be taken into consideration in assessment of the application.*

Local groups

Covent Garden Community Association

3.3 Objection summarised as follows.

- Noise nuisance.
- Loss of public amenity as local people have to go around the edge or squeeze behind the screen, rather than using the connectivity desire line.
- Loss of privacy overlooking by crowds into people's homes on lower floors, so they are unable to enjoy their homes and/or small outside balconies.
- Length of temporary period is an unreasonably long period to occupy public amenity space.
- In addition, the CGCA made some suggested amendments, summarised as follows:
- Sound to be accessed only using smartphones.
- New positions for the screen to be considered with screen located further towards the opposite end of the piazza away from the residential and audience facing towards the office buildings.
- Screen should occupy the square for a shorter temporary period.

Officer response to objection from CGCA:

- The applicant has carried out and submitted 2 x noise impact assessments in relation to attended noise surveys undertaken from within the Piazza itself, as well as, from the balconies of 3 x residential apartments. A Council Environmental Health Officer has reviewed the proposals and addendum statement and considers the relevant noise criteria to have been adequately predicted within both assessments, taking into consideration distance losses, surface acoustic reflections and, where applicable, screening provided by any buildings.
- The proposed location and orientation of the free-standing structure would ensure that the speakers, which are positioned on the front of the structure, face in the opposite direction to residential units (such as, Matilda Apartments), and therefore, avoid sound (and illumination) being directed towards the nearest residential properties and potentially adversely impacting on the amenity of occupiers of these flats.
- Based on this proposed siting and orientation, a Council Environmental Health Officer confirmed that the noise impact assessments meet the Council's guidelines. Any approval would include a number of conditions to further safeguard the amenities of the site and surrounding area generally, including conditions restricting the external noise level emitted from proposed LED screen and operational hours for the screen's use.
- Additionally, a Council Noise Pollution Officer confirmed that there were no reported noise related complaints received by the Council associated with the screen's previous siting and use last year in 2025.
- In terms of pedestrian movement, access and safety, a Council Highways Officer has reviewed the proposals and raises no concern in this regard. Notwithstanding the large size of the structure, its position and the available open space of the piazza would still allow adequate space for pedestrians, wheelchair or impaired users to move freely passed the structure without unduly harming pedestrian comfort (see Section 10 'Transport and public highway' below);
- The piazza is noted as being a public space with restaurant and cafes on either side, affording incidental views of residential balconies throughout the year by members of the public. While viewers of the proposed screen would look in the direction of a residential block, their attention will primarily be focused on screen content and engaged at a lower level than the height of balconies above which are likely to pass unnoticed as an incidental backdrop.
- In regard to crime and anti-social behaviour concerns, the measures proposed in the submitted Operational Management Plan and existing security measures at the site are considered to represent a reasonable and proportionate approach to managing any potential increase in the numbers of people visiting the site. These include a restriction on the hours of operation for the screen, a dedicated security officer, 24-hour security onsite, CCTV monitoring, regular external patrols at night,

email/phone contact details to report any incidents, strict 'no alcohol' policy and cleaning service providers.

- *Additionally, the Metropolitan Police Crime Prevention Design Advisor raises no concerns in terms of public and community safety.*

Officer response to suggested amendments from CGCA:

- *The positioning and orientation of the structure has been considered. The proposed location ensures that both the speakers and screen, which are positioned on the front of the structure, face in the opposite direction to residential units (for instance, Matilda Apartments), and therefore, avoid both sound and illumination being directed towards residential properties and adversely impacting the amenity of occupiers of these flats.*
- *The tree within the Piazza cannot be relocated in order to reorientate the screen layout. The existing tree which was planted following removal of the original due to a fungal disease. This works involved excavation, replacement of the paving and soil and a new irrigation system. The tree pit interfaces with the car park structure below. It would not be a simple or cheap option to relocate the tree.*
- *The applicant also asks it to be noted that the retailers have demised seating areas outside their units where they place their outdoor furniture, and these areas have been taken into consideration when determining the screen location. The screen location therefore balances operational requirements while minimising the impact on the surrounding residential properties and existing retailer seating areas.*
- *The Council has assessed the application as proposed (which is for a temporary period between 01/06/2026 and 31/08/2026) and considers the proposal to be acceptable for this period on a temporary basis for the reasons set-out in this report (see Sections 8-15 below for full assessment of its impact in terms of design; noise and amenity; transport and public highway; security, crime and anti-social behaviour; highway, pedestrian and cyclist's safety; and biodiversity).*

Adjoining occupiers

4.4 Eight site notices were displayed around the piazza and on St Giles High Street, Dyott Street, Bucknall Street and Earnshaw Street. The site notices were displayed between 20/03/2026 to 13/04/2026.

4.5 Objections were received from four local residents of Centre Point House. The objections received are on the Council's website. The key issues raised are summarised as follows:

- Noise causing detriment to occupiers and loss of privacy.

Officer response:

- *Section 9 below outlines the issues relating to noise and privacy.*
- Residents' complaints to applicant not responded to and not being consulted by applicant regarding events taking place.

Officer response:

- *The applicant in correspondence stated that "We wanted to advise that we believe we have made genuine efforts to engage constructively with the residents of Centre Point House. We have also requested that copies of any previously sent emails be forwarded to us for review, but to date these have not been provided. From our perspective, we believe the original objection may have related to events taking place within St Giles Square, which is neither our property nor an area managed by us. Our understanding is that events held within this space are organised either directly by Camden or by Centre Point management. We are Central Saint Giles, a mixed-use development. There is also a separate building situated between our commercial property and Centre Point. In addition, we have commissioned independent noise assessments within both our piazza space and the nearest residential flats (including both our private and affordable units) as we do listen to our local residents. The findings indicate minimal noise impact, which would suggest that noise from the temporary screen would not be audible from Centre Point House".*
- *The applicant advises that they have not previously received any complaints regarding the previous operation of the screen in Central St Giles Piazza from the residents of Centre Point House.*

4.6 Seven letters of support were received from local households and businesses. The comments received are on the Council's website. The key issues raised are summarised as follows:

- The proposal adds something really special to the space, creating energy, atmosphere and a stronger sense of place. Central Saint Giles is already a vibrant part of London, but the screen helps make it feel even more engaging for the people who work, visit and spend time here. It brings colour, movement and interest to the area, and helps make Central Saint Giles feel like a destination rather than just somewhere people pass through.
- It was considered that the screen really brought the area back to life, it was well managed by the centre and timely turned off for the evening. It brought families and lots of different people in the area.
- Having experienced the positive impact of the screen in previous years, we strongly believe it is a valuable addition to the piazza during the summer months. The activation brings a vibrant, community-led atmosphere to the area, encouraging people to spend more time in the

space and contributing to a safer, more engaging environment overall. From a business perspective, the Summer Screen significantly enhances footfall and dwell time, supporting not only our venue but also the wider network of restaurants, cafés, and retailers in the piazza. The increased activity helps create a destination feel, particularly during key seasonal moments, and aligns well with the ongoing efforts to revitalise and animate Central St Giles as a hub for both locals and visitors. Importantly, the screen attracts a broad and diverse audience, including families, professionals, and tourists, contributing positively to the cultural offering within the borough. It provides accessible entertainment in a well-managed, open-air setting and encourages responsible, social use of the space.

Pleased to hear the screen is returning as the screen provided free entertainment for people and their children and adds interest and character to the area. It helps make the space feel more lively, welcoming and connected to the energy of central London.

5.0 POLICY

National and regional policy and guidance

[National Planning Policy Framework 2024 \(NPPF\)](#)

Draft National Planning Policy Framework 2025

[National Planning Practice Guidance \(NPPG\)](#)

London Plan 2021 (LP)

[D4 Delivering good design](#)

[D5 Inclusive design](#)

[D8 Public realm](#)

[D14 Noise](#)

[DF1 Delivery of the Plan and Planning Obligations](#)

[M1 Monitoring](#)

Local policy and guidance

Camden Local Plan (2017) (CLP)

[Policy C5 Safety and security](#)

[Policy C6 Access for all](#)

[Policy A1 Managing the impact of development](#)

[Policy A2 Open space](#)

[Policy A3 Biodiversity](#)

[Policy A4 Noise and vibration](#)

[Policy D1 Design](#)

[Policy D2 Heritage](#)

[Policy T1 Prioritising walking, cycling and public transport](#)

Supplementary Planning Documents and Guidance

[Amenity - January 2021](#)

[Design - January 2021](#)

[Public open space - January 2021](#)

[Transport - January 2021](#)

Proposed Submission Draft Camden Local Plan (DCLP)

The [Proposed Submission Draft Camden Local Plan](#) was submitted to the Secretary of State for Housing, Communities and Local Government on the 3 October 2025 for independent examination, in accordance with Regulation 22 of the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended). The Local Plan Examination opened on 19 May 2026 and ran until 11 June 2026.

Previously, the Council published the draft new Camden Local Plan for consultation in January 2024 and published an updated Proposed Submission Draft Camden Local Plan for consultation from 1 May to 27 June 2025.

The Proposed Submission Draft Local Plan (DCLP) is a significant material consideration in the determination of planning applications but has limited weight at this stage. The weight that can be given to an emerging plan increases as it progresses towards adoption. In line with paragraph 49 of the National Planning Policy Framework (NPPF), the degree of weight to be given is a matter for the decision-maker, having regard to the stage of preparation, the extent of unresolved objections, and the consistency of the draft policies with the NPPF.

6. ASSESSMENT

- 6.1 The principal considerations material to the determination of this application are considered in the following sections of this report:

7	Background
8	Design
9	Noise and Amenity
10	Transport and Public Highway
11	Security, Crime and Antisocial Behaviour
12	Advertisement Consent - Amenity: Visual impact and impact on residential amenity, Public Safety
13	Biodiversity
14	Conclusion
15	Recommendation
16	Conditions

7. BACKGROUND

Previous use

- 7.1 It is important to note that planning permission and advertisement consent were granted approval last year in 2025 and 2024 for similar proposals at the application site (see Figure 3 below).



Figure 3 – showing the screen and structure at the application site in 2024

- 7.2 A comparable screen has also been granted approval on several other previous occasions, in 2017, 2018 and 2019 (see ‘Relevant history’ section 3 above for details).
- 7.3 Notwithstanding the previous approvals, the current proposal has been assessed on its own individual merit, taking into account the particular site context, all consultation responses received, and any relevant planning history, policies and guidance. However, it should be noted that these earlier approvals are material considerations which should be taken into account in the determination of this application, they were all made under the same planning policies of the Local Plan 2017.
- 7.4 The principal considerations in the assessment and determination of the planning application are:
- the design and impact of the proposal on the character and appearance of the piazza open space and surrounding area;
 - the impact of the proposal on noise and amenity, transport and public highway, and security, crime and anti-social behaviour; and
- the impact of the proposal on biodiversity

7.5 The principal considerations in the assessment and determination of the advertisement consent application are:

- the impact of the proposal on visual amenity (including neighbouring amenity in so far as the Control of Advertisement Regulations 2007 allow); and
- the impact of the proposal on highway, pedestrian and cyclist's safety.

8. DESIGN

8.1 Local Plan Policy D1 (Design) establishes that careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development in Camden which integrates into its surroundings. As such, the Council will require all developments to be of the highest standard of design and to respect the character, setting, form and scale of neighbouring buildings, its contribution to the public realm, and its impact on wider views and vistas.

8.2 Section 12 (Achieving well-designed places) of the National Planning Policy Framework (NPPF) recognises the importance of design in managing and improving spaces, including the quality of place. The design of all built form is expected to be sustainable, functional, visually attractive, safe, inclusive and accessible, encourage innovation, be sympathetic to local character, and promote health and well-being.

8.3 The application seeks planning permission for the erection of a proposed free-standing structure to be sited at the western end of Central St Giles piazza. Though in design terms, the proposed free-standing structure has a rather bulky and unattractive appearance, it is acknowledged that it has a functional purpose in providing a safe support for the LED screen and that the framework would be covered by a coloured vinyl to help moderate its appearance to some degree (see Figure 3 above).

8.4 Furthermore, notwithstanding that the structure would be a considerable size when taken in isolation, when viewed in the context of the piazza, it would appear subservient in size and scale in comparison to the existing tall and dominant multi-storey buildings which would surround the proposed structure on all sides, so lessening any adverse impact in this context. Additionally, it is noted the application site is not located within a conservation area and none of the surrounding buildings are listed. While Bloomsbury Conservation Area is situated to the north and east of the site, Denmark Street Conservation Area to the west and south and Seven Dials Conservation Area to the south-east, in the context of the tall, multi-storey buildings which surround the piazza on all sides, there would be no significant adverse impact from the proposal on the character and appearance of these neighbouring conservation areas.

- 8.5 As such, though the Council would unlikely grant permission for the proposal on a permanent basis as it would introduce some harm to the character and appearance of the piazza itself and surrounding buildings on a long-term basis, the impact of the structure and screen for a temporary period would not have any long-lasting harm. Indeed, it is noted that temporary planning permission and advertisement consent has previously been granted on several previous occasions for similar proposals at the application site in 2017, 2018, 2019, 2024 and most recently last year in 2025 (see 'Relevant history' section 3 above for details).
- 8.6 Given the temporary nature of the proposal, a condition would be added to any approval to ensure that the structure and screen are removed in a timely fashion, before or on the agreed date when the temporary period is required to end.
- 8.7 The piazza is a public open space and the use of the piazza for the siting of the screen does not prevent that use. It is also recognised that the presence of the screen may also increase the use of the public space and the resultant footfall and benefit that this would bring to the commercial businesses within the piazza as well as for potential users of the piazza.
- 8.8 Under these particular circumstances, therefore, the proposal is considered to be acceptable in terms of its size, scale, design, location and method of illumination, and would accord with Local Plan Policy D1 (Design) and related guidance in design terms.

9. NOISE AND AMENITY

- 9.1 Local Plan Policy A1 (Managing the impact of development) and Camden Planning Guidance (Amenity) seek to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and by only granting permission for development that would not harm the amenity of communities, occupiers and neighbouring residents in terms of noise and vibration levels. This is supported by Camden Planning Guidance (Amenity) that requires the potential impact on the amenity of neighbouring properties to be fully considered.
- 9.2 Local Plan Policy A4 (Noise and vibration) confirms that planning permission will only be granted for noise generating development, including any plant and machinery, if it can be operated without causing any significant harm to amenity and noise sensitive locations.
- 9.3 Similar proposals for a screen in this open space have been approved previously, they were supported by a noise survey that was carried out within the piazza and in response to concerns raised by some local residents and the CGCA, also at neighbouring residential flats and on their

balconies. The current application submission is accompanied by those Noise Impact Assessments and also an addendum statement:

- an attended Noise Survey undertaken on 11/07/2023 at ground floor level from within the piazza itself with the structure already in situ and the screen and speakers on (ref. 1861/TechnicalMemoNoise/Rev0);
- an attended Noise Survey carried out on 08/03/2024 at 1st and 2nd floor levels from the balconies of 3 x residential properties to the west of the piazza – in Matilda Apartments and 5 Central Saint Giles (ref. 1944/TechnicalMemoNoise/Rev0); and
- an addendum statement from Cavendish Technical Engineers dated February 2026.

9.4 The application was accompanied by a Noise Survey that was carried out in 1 x 2nd floor flat in the Matilda Apartments, and 1 x first floor flat and 1 x second floor flat within 5 Central St Giles Piazza. The survey demonstrated that the use of the screen would be within noise guidelines and the internal noise levels within the properties with windows and doors closed would be lower than the baseline background sound levels measured inside the properties during the tests.

9.5 The application and accompanying information listed above have been reviewed by a Council Environmental Health Officer. The relevant noise criteria is considered to have been adequately predicted within both assessments, taking into consideration distance losses, surface acoustic reflections and, where applicable, screening provided by any buildings. The assessments indicate that the proposed screen and speaker installation should be capable of achieving the Camden's environmental noise criteria at the nearest and potentially most affected noise sensitive receptors and have minimal adverse effect in terms of noise. The noise limit is restricted by condition to comply with noise level requirements in the local plan. The external noise level emitted from the proposed LED screen at the development shall not exceed LAeq,15min 61dB when measured at a distance of 5 m from the screen when in operation.

9.6 It is noted that the proposed location and orientation for the free-standing structure would ensure that the speakers, which are positioned on the front of the structure, face in the opposite direction to residential units (such as, Matilda Apartments and 5 Central St Giles), and therefore, avoid sound (or indeed illumination) being directed towards the nearest residential properties and potentially adversely impacting on the amenity of occupiers of these flats. The nearest residential units which are in 5 Central St Giles are located approximately 5.0m away from the rear of the screen. It is noted that the speakers face away from the flats reducing the noise levels. There are no residential units at ground floor and the first-floor residential units are located above the height of the top of the screen.

- 9.7 As such, a Council Environmental Health Officer has confirmed that the acoustic submission meets the Council's local plan guidelines such that the amenities of the nearest noise sensitive locations and area generally would be safeguarded. Any approval would include a number of conditions to further safeguard the amenities of the site and surrounding area generally so as to ensure that neighbouring residential occupiers would not be unduly harmed by the proposals. This would include a condition in regard to the operational hours for sound to be emitted in connection with the screen's use at the site, so as to limit any adverse impact associated with the proposal on residential amenity.
- 9.8 It is important to note that a Council Noise Pollution Officer has confirmed in regard to the most recent siting and use of the screen in 2025 that there were no reported noise related complaints received by the Council associated with its operation. The sound is limited by condition which states that the hours of operation of the LED screen hereby permitted shall be restricted to between the hours of 08:00 and 20:00 for the temporary period and no sound shall be emitted from the screen between the hours of 08:00 and 12:00.
- 9.9 In terms of the screen's illumination, particularly in regard to the nearest residential dwellings in Matilda Apartments, it is noted that the LED screen faces in the opposite direction. Therefore, due to its orientation, facing away from and in the opposite direction of the residential flats, any light produced by the LED screen would not have any direct impact on the windows of these residential units.
- 9.10 Though the LED screen itself is large in size, no images would project upwards, but would be displayed directly forward into the piazza itself at ground level from the front of the screen, so also avoiding any significant impact from illumination of the screen on the upper floors of commercial buildings which face the screen.
- 9.11 Additionally, bearing in mind that the LED screen would be in use (switched on) during a short temporary period during the summer months when daylight/sunlight is still available in the early hours of the morning and evening, any light generated by the LED screen would be offset by the natural light of the season, so helping to moderate the impact of any resultant illumination on residents or those working/visiting within surrounding offices and commercial units. As a further safeguard, a condition would be added to any approval to ensure that the intensity of the illumination emitted from the proposed LED screen shall comply with the recommendations of the Institution of Lighting Professionals in the 'CIE guidance 2003 & 2017 and the ILP Guidance Notes for the Reduction of Obtrusive Light (2021)' and the 'Technical Report No 5, 1991 - Brightness of Illuminated Advertisements'.

- 9.12 Although the structure would likely attract a higher level of visitors to the piazza than might usually be the case, it is noted that this is the reason for the applicant proposing to place the structure and screen in such a public location as the piazza with ground floor retail units on either side which already attract customers seated outdoors. It is noted that there are only typically 35 chairs available in the piazza for general use. This will therefore help limit the number of people using the public piazza space to view the proposed screen.
- 9.13 An increase in the amount of visitors would potentially benefit local businesses within piazza and the local economy. Taking into consideration that the daily use of the free-standing structure with LED screen would cease at 20:00 hours on any given night, as well as, the limited amount of general seating available, the typical volume of additional visitors to the area and increased footfall is not likely to be so high as to generate an unreasonable level of noise and disturbance within the piazza. After 20:00 hours, the screen is turned off and all seating is removed from the piazza and stored away.
- 9.14 As a further safeguard, the applicant has confirmed within the Operational Management Plan that there will be a dedicated security officer on the piazza during the period of operation as part of the proposals to deal with any incidents of anti-social behaviour, in addition to 24-hour security onsite, which includes CCTV and regular external patrols at night. Additionally, the onsite security team also work closely with the Central District Alliance (CDA) who regularly patrol the wider area and are available as another form of assistance if needed. Residents will also be provided with contact details (email & phone) for the security/building management personnel in order to report any particular issues with the use of the screen.
- 9.15 The organisers of the event are neither promoting the use or sale of alcohol, nor of any other products during the operation of the screen. This accords with the current 'no alcohol' policy within the open public space and central seated area of the piazza. Only existing retail units are allowed to serve alcohol and anyone who purchases from these retail units must stay within their demise when consuming alcohol. Additionally, Central Saint Giles Security and Cleaning service providers will have a visible presence within the piazza in order to keep the area clean and tidy.
- 9.16 All the above measures are considered to represent a reasonable and proportionate approach to managing any potential increase in the numbers of people visiting the site and any associated increase in the normal levels of noise and activity in the piazza, any incidents of anti-social behaviour associated with the screen's use, and possible increased amounts of litter that might arise at the site, such that the amenity of the immediate residents would not be unduly harmed.

- 9.17 It is important to note that the Metropolitan Police Crime Prevention Design Advisor confirmed that they had no objection to the proposal.
- 9.18 Overall, therefore, the proposal is not considered to have any significant adverse impact on the amenity of residential occupiers in terms of noise levels, nor in terms of any adverse effects on other amenities, subject to compliance with all conditions attached to any approval. As such, the proposal accords with Camden Local Plan Policies A1 (Managing the impact of development) and A4 (Noise and vibration), and related Camden Planning Guidance in amenity terms.

10. TRANSPORT AND PUBLIC HIGHWAY

- 10.1 Local Plan Policy A1 (Managing the impact of development) requires development proposals to avoid disruption to the highway network, its function, causing harm to highway safety, hindering pedestrian movement and unnecessary clutter, as well as, addressing the needs of vulnerable users.
- 10.2 Local Plan Policy T1 (Prioritising walking, cycling and public transport) states that the Council will seek to ensure that developments improve the pedestrian environment, providing high quality footpaths and pavements that are wide enough for the number of people expected to use them, including features to assist vulnerable road users where appropriate. CPG (Transport) supports this in seeking to ensure that there is no adverse impact on the highway network, the public footway and crossover points.
- 10.3 It is firstly noted that the Council's Highways Team have reviewed the current proposal and supporting information and have confirmed that they do not have any concern with the proposal on road or pedestrian safety grounds.
- 10.4 The proposed location for the free-standing structure with LED screen is within the piazza which is a wide and open space which is intended as a place for people to dwell. Notwithstanding the large size of the structure, the position would ensure that there would still be adequate space on all sides, including between the back of the structure and the residential and commercial frontages which are positioned behind it, so that access and pedestrian movement would not be unduly impaired (see Figures 4 below showing the space available in 2023 around a larger structure). The current proposal would have a smaller footprint than the images shown and occupy less space in the piazza.



Figure 4 – showing public access routes at rear and sides of a previous larger structure

- 10.5 Though the proposed structure would inevitably obstruct some sightlines and pedestrian desire lines which would normally be available through and across the piazza, the proposed location set forward from the existing building elevations would still provide adequate space for pedestrians, wheelchair users and prams to move freely passed the structure without impairing pedestrian comfort. There are also no issues at the front or sides of the structure in terms of pedestrian movement given the open space provided within the piazza and various access routes around it.
- 10.6 Additionally, given the enclosed nature of the piazza surrounded by tall, multi-storey buildings on all sides, the LED screen would not face directly onto the adjacent streets flanking the site. As such, any moving images or illumination produced by and shown on the LED screen would not be widely visible from any of the surrounding roads. The proposal, therefore, would not have any significant impact on road traffic, the highway network, public footways outside the site and any vehicular or pedestrian crossover points.
- 10.7 Overall, therefore, the proposal does not raise public safety concern to road users or pedestrians, nor would it have any significant harmful impact on highway safety, pedestrian movement or the promotion of walking as an alternative to motorised transport, in accordance with Local Plan Policies A1 and T1, and the related guidance.

11. SECURITY, CRIME AND ANTISOCIAL BEHAVIOUR

- 11.1 Local Plan Policy C5 (Safety and security) requires development to contribute to community safety and security. In particular, Paragraph 4.89

states that 'The design of streets, public areas and the spaces between buildings needs to be accessible, safe and uncluttered. Careful consideration needs to be given to the design and location of any street furniture or equipment in order to ensure that they do not obscure public views or create spaces that would encourage antisocial behaviour'.

- 11.2 It is firstly noted that the Metropolitan Police Crime Prevention Design Advisor has reviewed the current proposal and all supporting information and raises no concerns in terms of public and community safety and security at the application site and wider area.
- 11.3 Additionally, the Metropolitan Police raised some comments regarding the application which are also addressed above in Section 4.
- 11.4 The proposal is accompanied by an Operational Management Plan which confirms that there will be a dedicated security officer on the piazza during the period of operation as part of the proposals to deal with any incidents of anti-social behaviour (ASB). In addition to 24-hour security onsite, which includes CCTV and regular external patrols at night, residents will also be provided with contact details (email & phone) for the security/building management personnel in order to report any particular issues with the use of the screen. The onsite security team also work closely with the Central District Alliance (CDA) who regularly patrol the wider area and are available as another form of assistance if needed.
- 11.5 The organisers of the event are neither promoting the use or sale of alcohol, nor of any other products during the operation of the screen. This accords with the current 'no alcohol' policy within the open space and seated area of the piazza. Only existing retail units are allowed to serve alcohol and anyone who purchases from these retail units must stay within their demise when consuming alcohol. Additionally, Central Saint Giles Security and Cleaning service providers will have a visible presence within the piazza in order to keep the area clean and tidy.
- 11.6 Furthermore, the applicant has carried out a security risk assessment and survey in relation to proposals involving a potentially crowded public space and has taken into account counter terrorism measures for the application site. These include training for all security staff and the completion of a site security risk assessment. These details have been made available to and reviewed by the Metropolitan Police Crime Prevention Design Advisor.
- 11.7 The proposal is considered unlikely to promote any additional ASB and crime at the application site and wider area, and steps have been taken in regard to the safety and security of the site and its users. As such, the proposal accords with Local Plan Policy C5 and security) and associated guidance in this regard.

12. ADVERTISEMENT CONSENT

- 12.1 Advertisement consent is sought for the proposed display of advertisements associated with an integral LED screen, mounted on a free-standing structure and wrapped in a coloured vinyl.
- 12.2 The proposed structure would measure approximately 5.0m (wide) x 1.8m (deep) x 4.0m (high). An LED screen would be located at the front on the upper part of the structure elevation and would measure approximately 4.0m (wide) x 2.0m (high), with a display area of 8.00 square metres. The screen would display moving images.
- 12.3 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to consider amenity and public safety matters in determining advertisement consent applications.

Amenity: Visual impact and impact on residential amenity

- 12.4 Local Plan Policy A1 (Managing the impact of development) confirms that the Council will expect development to avoid harmful effects on the amenity of existing and future occupiers and nearby properties.
- 12.5 Local Plan Policy D4 (Advertisements) confirms that the “*Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage in the area.*” (Paragraph 7.82).
- 12.6 Camden Planning Guidance (CPG) Design advises that good quality advertisements should respect the architectural features of the host building and the character and appearance of the surrounding area. CPG Amenity advises that artificial lighting can cause light spillage and glare, as well as, be damaging to the environment through having a detrimental impact on the quality of life of neighbouring residents and by changing the character of a locality.
- 12.7 Section 12 (Achieving well-designed places) of the National Planning Policy Framework (NPPF) states in Paragraph 141 that ‘*The quality and character of places can suffer when advertisements are poorly sited and designed*’.
- 12.8 Whilst it is accepted that all advertisements are intended to attract attention, the visual impact of the structure which supports the integral LED screen would likely be striking within the context of its setting within the piazza, not least given its rather bulky and unattractive appearance. However, it is also acknowledged that the structure has a functional purpose in providing a safe support for the LED screen and that the framework would be fully screened behind coloured vinyl which would help to moderate its visual appearance to some degree.

- 12.9 Furthermore, notwithstanding that the LED screen would be a considerable size, when viewed in the context of the piazza, it would appear as subservient to the size and scale of the existing tall and dominant multi-storey buildings which surround it on all sides, so lessening any adverse impact in this context (see Image 1 above). The application site is not located within a conservation area and none of the surrounding buildings are listed.
- 12.10 As mentioned previously, due to its orientation, facing away from and in the opposite direction of the residential flats (for instance, Matilda Apartments), any light produced by the LED screen would not have any direct impact on the windows of these residential units and amenity of the occupiers. Though the LED screen itself is large in size, no images would project upwards, but would be displayed directly forward into the piazza itself at ground level from the front of the screen, so also avoiding any significant impact from illumination of the screen on the upper floors of commercial buildings which face the screen.
- 12.11 Finally, it is also noted again that temporary advertisement consent (and associated planning permission) has previously been granted on a number of occasions for similar proposals at the application site, namely, in 2017, 2018, 2019 and more recently in 2024 and 2025.
- 12.12 As such, though the Council would unlikely grant consent for the proposed display of signage on a permanent basis as it would harm the visual amenity of the piazza itself and surrounding buildings, the impact of illuminated signage for a temporary period would not have any long-lasting harm. In this regard, a condition would be added to any consent to ensure that screen (and structure) are removed in a timely fashion, before or on the agreed date when the temporary period is required to end.
- 12.13 As a further safeguard, a condition would be added to any approval to ensure that the intensity of the illumination emitted from the proposed LED screen shall comply with the recommendations of the Institution of Lighting Professionals.
- 12.14 Under, these particular circumstances, therefore, the proposal is considered to be acceptable in accordance with Local Plan Policies A1, D1 and D4 of the Camden Local Plan 2017 and Section 12 of the NPPF.

Public Safety

- 12.15 Local Plan Policy A1 (Managing the impact of development) states that the Council will resist development that fails to adequately assess and address transport impacts affecting communities, occupiers, neighbours and the existing transport network.

- 12.16 More specifically, CPG Advertisements in Paragraph 1.10, supported by Local Plan Policy D4, advises that, *'Advertisements will not be considered acceptable where they impact upon public safety, such as being hazardous to vehicular traffic (e.g. block sight lines, are more visible than traffic signals, emit glare) or pedestrian traffic (e.g. disrupt the free flow of pedestrian movement).'*
- 12.17 Additionally, CPG (Transport) also seeks to ensure that there is no adverse impact on the highway network, the public footway and crossover points.
- 12.18 Given the enclosed nature of the piazza surrounded by tall, multi-storey buildings on all sides, the illuminated LED screen would not face directly onto the adjacent streets flanking the site. As such, any moving images or illumination produced by and shown on the LED screen would not be widely visible from any of the surrounding roads. The proposal, therefore, would not have any significant impact on road traffic, the highway network, public footways outside the site and any vehicular or pedestrian crossover points.
- 12.19 The proposed location for the free-standing structure with LED screen within the piazza is a wide and open public space. Notwithstanding the large size of the structure, the position would ensure that there would be adequate space for pedestrians and wheelchair users to move freely passed the structure and screen without impairing pedestrian comfort.
- 12.20 In terms of public safety, therefore, the proposed signage would not create an obstruction nor a create a distraction to pedestrian or vehicular traffic which might otherwise cause a hazard to highway safety for road users or pedestrians, and as such, there are no public safety concerns associated with the proposed display of advertisements.

13. BIODIVERSITY

- 13.1 Local Plan Policy A3 (Biodiversity), in support the London Biodiversity Strategy and the Camden Biodiversity Action Plan (BAP), seeks to ensure that the Council maximises opportunities for biodiversity in and around developments in order to deliver a net gain in biodiversity and a range of wider environmental benefits. It is noted that the Biodiversity Net Gain (BNG) requirement came into effect for major applications on 12/02/2024, and for small sites on 02/04/2024.
- 13.2 However, there are a number of statutory exemptions which mean that the BNG condition does not always apply. These are summarised by way of an informative attached to this decision.
- 13.3 In this particular case, based on the information provided, there is no requirement for the approval of a Biodiversity Gain Plan as the development falls below the de minimis threshold given it would not impact an onsite

priority habitat and it would impact less than 25sqm of onsite habitat with biodiversity value greater than zero and less than 5 metres in length of onsite linear habitat.

14 CONCLUSION

- 14.1 The piazza was designed as a public space for people to dwell and enjoy. The proposal is for a temporary structure and screen to show news and sport events which will support that. The piazza is surrounding by a mix of uses including commercial and residential. The screen has been positioned to minimise the impact on local residents both in terms of noise and light spill. Management of the space will ensure that the proposed temporary screen does not result in community safety or ASB issues. Its position also means that it does not cause a significant obstruction to pedestrian movement through and around the space.
- 14.2 Overall, given the temporary nature of the proposal the scheme is considered to be acceptable in terms of its size, scale, design, location and method of illumination, and would accord with the development plan.

15. RECOMMENDATION

- 15.1 Grant conditional Planning Permission and conditional advertisement consent.

16. CONDITIONS

Planning permission conditions

1 Time limit

The free-standing structure with integral LED screen hereby permitted is for a temporary period only and shall be removed and the site made good on or before 31/08/2026.

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 A1 and D1 of the Camden Local Plan 2017.

2 Approved drawings

The development hereby permitted shall be carried out in accordance with the following approved plans and documents:

Proposed Drawings:

Front of Screen 2026, Right Elevation 2026, Left Elevation 2026, CSG PLANNING 01, FP-SW-SC-L00-0100 02, Top of the Screen 2026, TPN 8SQM 4 x 2 (1) 1, Back of the Screen 2026.

Documents:

1944/TechnicalMemoNoise/Rev0,1861/TechnicalMemoNoise/Rev0, Operational Management Plan - Temporary Summer Screen on the Piazza - Summer of Sport & Films 2026, Covering Letter dated 27th February 2026, Acoustic Addendum 2026.

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

3 Noise Level

The external noise level emitted from the proposed LED screen at the development shall not exceed LAeq,15min 61dB at 5 m distance from the screen when in operation and retained for the consented time period.

Reason: To ensure that the amenity of neighbouring occupiers would not be adversely affected by noise in accordance with the requirements of policies A1 and A4 of the Camden Local Plan 2017.

4 Intensity of Illumination

The intensity of the illumination of the LED digital screen shall not exceed 2500 candelas per square metre during operating hours, 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 Including Digital Displays (published 2023). 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 for the temporary period.

Reason: To protect the character and appearance of the area and to ensure that it does not distract pedestrian or vehicular traffic and cause a hazard to highway safety in accordance with the requirements of policies D4, A1 and T1 of the Camden Local Plan 2017.

5 Illumination

The illumination of the proposed LED screen shall comply with the recommendations of the Institution of Lighting Professionals in the 'CIE guidance 2003 & 2017 and the ILP Guidance Notes for the Reduction of Obtrusive Light (2021)' and the 'Technical Report No 5, 1991 - Brightness of Illuminated Advertisements'.

Reason: To ensure that the amenity of neighbouring occupiers would not be adversely affected by artificial light spill in accordance with the requirements of policies A1 and A4 of the Camden Local Plan 2017.

6 Hours of Operation

The hours of operation of the LED screen hereby permitted shall be restricted to between the hours of 08:00 and 20:00 for the temporary period and no sound shall be emitted from the screen between the hours of 08:00 and 12:00.

Reason: To ensure that the amenity of neighbouring occupiers would not be adversely affected by noise and light spill in accordance with the requirements of policies A1 and A4 of the Camden Local Plan 2017.

7 Operation Management Plan

The operation of the LED screen hereby permitted shall be in accordance with the details submitted in the 'Operational Management Plan Temporary Summer Screen on the Piazza – Summer of Sport & Films 2026'.

Reason: To ensure that the amenity of neighbouring occupiers would not be adversely affected by noise in accordance with the requirements of policies A1 and A4 of the Camden Local Plan 2017.

Advertisement consent conditions

1 Owners Permission

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 Siting

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 Maintenance

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 Safe condition

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 Removal of advertisement

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 Intensity of illumination

The intensity of the illumination of the LED digital screen shall not exceed 2500 candelas per square metre during operating hours, 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 Including Digital Displays (published 2023). 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 for the temporary period.

Reason: To protect the character and appearance of the area and to ensure that it does not distract pedestrian or vehicular traffic and cause a hazard to highway safety in accordance with the requirements of policies D4, A1 and T1 of the Camden Local Plan 2017.

7 Illumination of LED screen

The illumination of the proposed LED screen shall comply with the recommendations of the Institution of Lighting Professionals in the 'CIE guidance 2003 & 2017 and the ILP Guidance Notes for the Reduction of Obtrusive Light (2021)' and the 'Technical Report No 5, 1991 - Brightness of Illuminated Advertisements'.

Reason: To ensure that the amenity of neighbouring occupiers would not be adversely affected by artificial light spill in accordance with the requirements of policies A1 and A4 of the Camden Local Plan 2017.

8 Noise level

The external noise level emitted from the proposed LED screen at the development shall not exceed LAeq,15min 61dB at 5 m distance from the screen when in operation and retained for the consented time period.

Reason: To ensure that the amenity of neighbouring occupiers would not be adversely affected by noise in accordance with the requirements of policies A1 and A4 of the Camden Local Plan 2017.

9 Temporary consent

The free-standing structure with integral LED screen hereby permitted is for a temporary period only and shall be removed and the site made good on or before 31/08/2026.

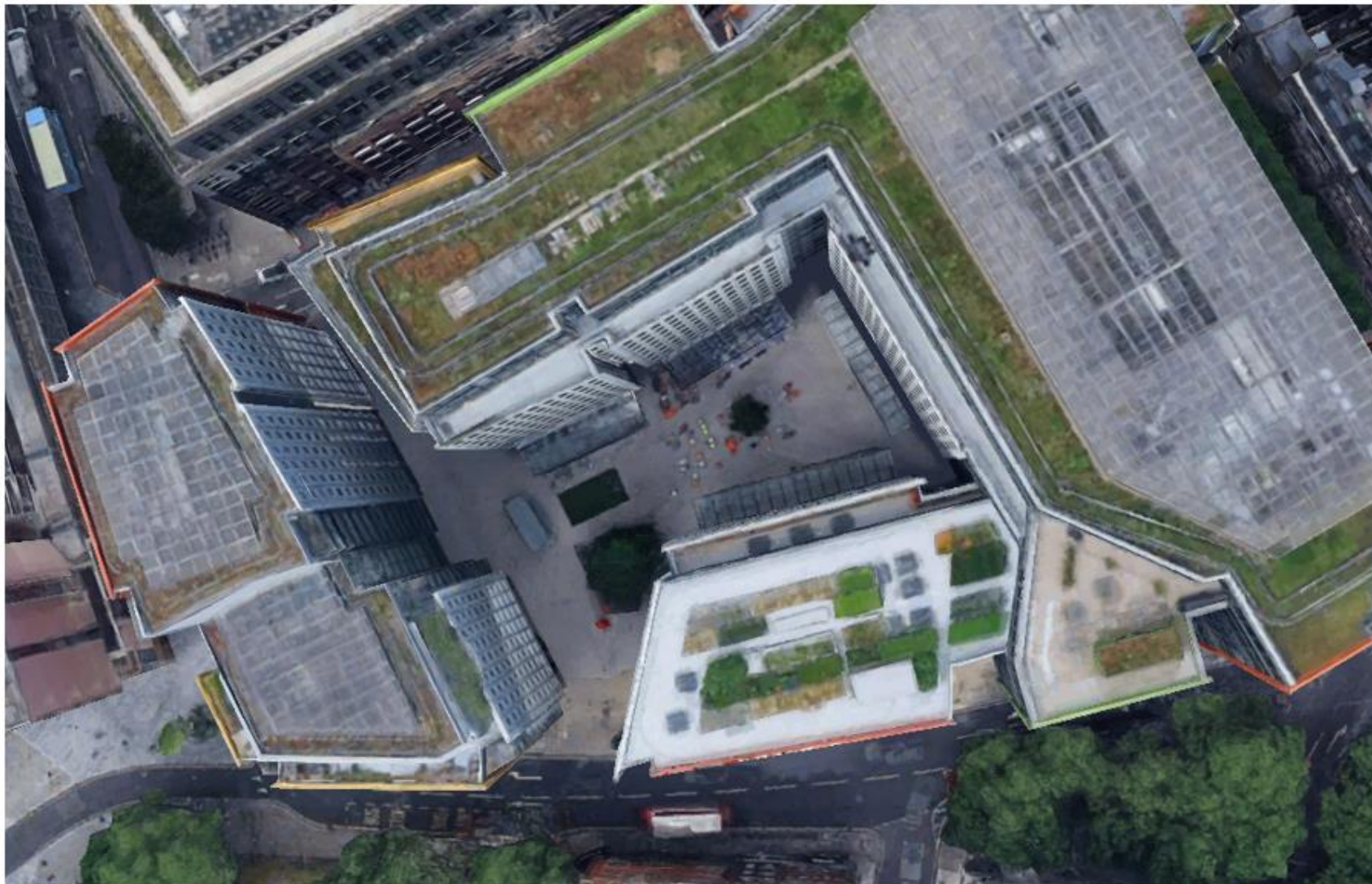
Reason: The type of structure is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. The permanent retention of the structure would be contrary to the requirements of policies A1 and D1 of the Camden Local Plan 2017.

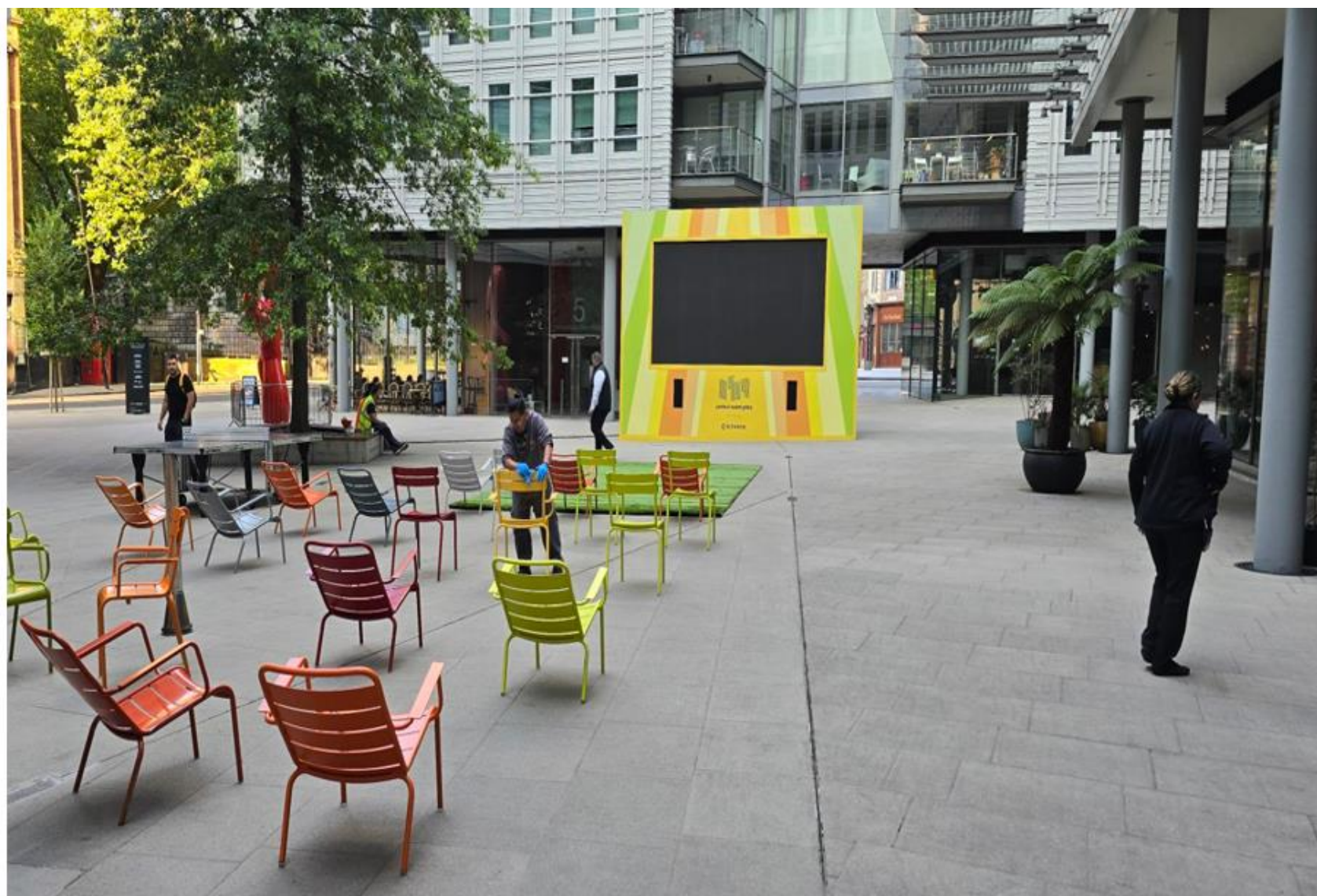
17. INFORMATIVES

1	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, 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.
3	Biodiversity Net Gain (BNG) Informative (1/3): The effect of paragraph 13 of Schedule 7A to the Town and Country Planning Act 1990 ("1990 Act") is that planning permission granted in England is subject to the condition ("the biodiversity gain condition") that development may not begin unless: (a) a Biodiversity Gain Plan has been submitted to the planning authority, and (b) the planning authority has approved the plan. The local planning authority (LPA) that would approve any Biodiversity Gain Plan (BGP) (if required) is London Borough of Camden. There are statutory exemptions and transitional arrangements which mean that the biodiversity gain condition does not always apply. These are summarised below, but you should check the legislation yourself and ensure you meet the statutory requirements. Based on the information provided, this will not require the approval of a BGP before development is begun because it is below the de minimis threshold (because it does not impact an onsite priority habitat AND impacts less than 25 square metres of onsite habitat with biodiversity value greater than zero and less than 5 metres in length of onsite linear habitat).
4	Biodiversity Net Gain (BNG) Informative (2/3): + Summary of transitional arrangements and exemptions for biodiversity gain condition The following are provided for information and may not apply to this permission: 1. The planning application was made before 12 February 2024. 2. The planning permission is retrospective. 3. The planning permission was granted under section 73 of the Town and Country Planning Act 1990 and the original (parent) planning permission was made or granted before 12 February 2024. 4. The permission is exempt because of one or more of the reasons below: - It is not "major development" and the application was made or granted

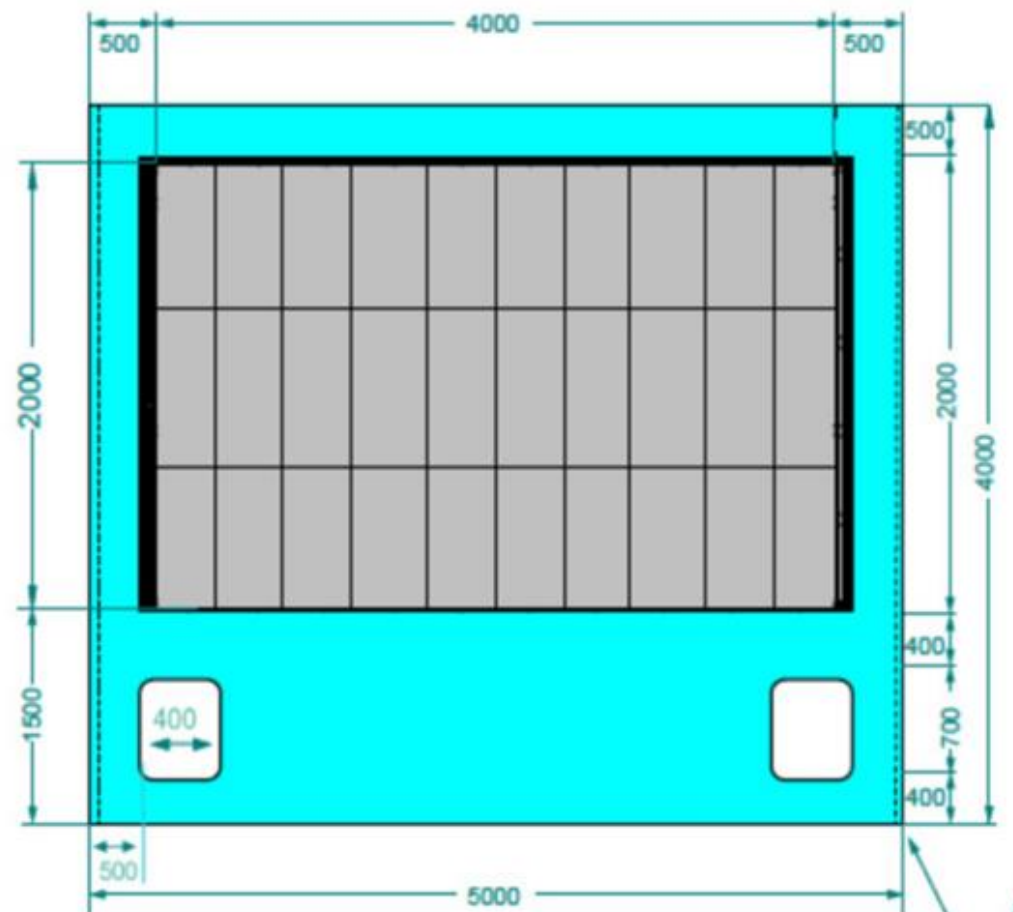
	before 2 April 2024, or planning permission is granted under section 73 and the original (parent) permission was made or granted before 2 April 2024. - It is below the de minimis threshold (because it does not impact an onsite priority habitat AND impacts less than 25 square metres of onsite habitat with biodiversity value greater than zero and less than 5 metres in length of onsite linear habitat). - The application is a Householder Application. - It is for development of a "Biodiversity Gain Site". - It is Self and Custom Build Development (for no more than 9 dwellings on a site no larger than 0.5 hectares and consists exclusively of dwellings which are Self-Build or Custom Housebuilding). - It forms part of, or is ancillary to, the high-speed railway transport network (High Speed 2).
5	Biodiversity Net Gain (BNG) Informative (3/3): + Irreplaceable habitat: If the onsite habitat includes Irreplaceable Habitat (within the meaning of the Biodiversity Gain Requirements (Irreplaceable Habitat) Regulations 2024) there are additional requirements. In addition to information about minimising adverse impacts on the habitat, the BGP must include information on compensation for any impact on the biodiversity of the irreplaceable habitat. The LPA can only approve a BGP if satisfied that the impact on the irreplaceable habitat is minimised and appropriate arrangements have been made for compensating for any impact which do not include the use of biodiversity credits. + The effect of section 73(2D) of the Town & Country Planning Act 1990 If planning permission is granted under section 73, and a BGP was approved in relation to the previous planning permission ("the earlier BGP"), the earlier BGP may be regarded as approved for the purpose of discharging the biodiversity gain condition on this permission. It will be regarded as approved if the conditions attached (and so the permission granted) do not affect both the post-development value of the onsite habitat and any arrangements made to compensate irreplaceable habitat as specified in the earlier BGP. + Phased development In the case of phased development, the BGP will be required to be submitted to and approved by the LPA before development can begin (the overall plan), and before each phase of development can begin (phase plans). The modifications in respect of the biodiversity gain condition in phased development are set out in Part 2 of the Biodiversity Gain (Town and Country Planning) (Modifications and Amendments) (England) Regulations 2024.





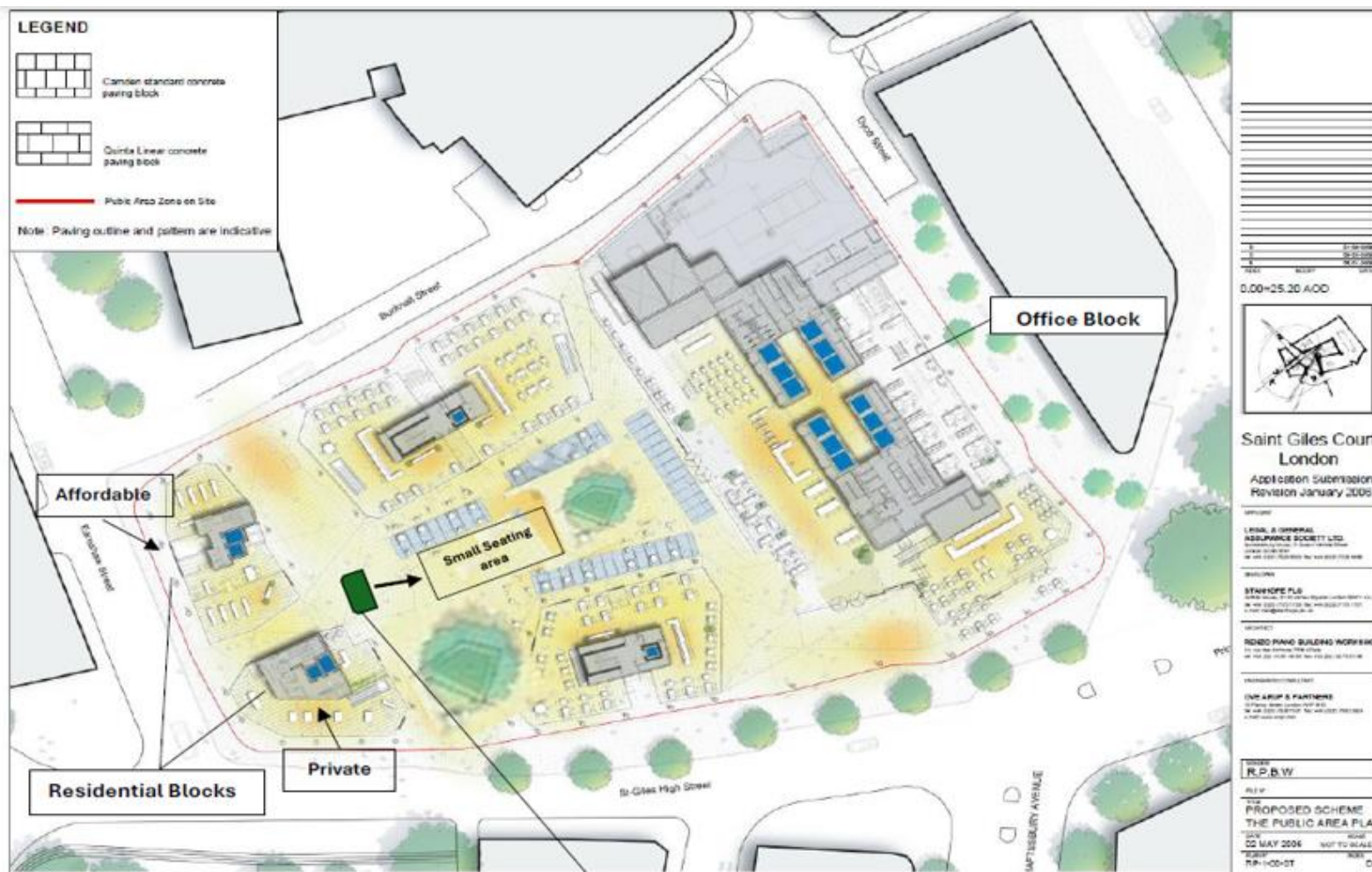


FRONT



Cladding 100mm deep on each side

F



The screen faces away from the residential blocks, so the screen image is towards the office block as to not disturb the residents in the day. The speaker is also facing the office block and retailers, not the residents. The back of the screen is facing towards the residential block.

