



Canal &
River Trust

Keeping people, nature & history connected

24 October 2016

Aylesbury Vale
5 Pancras Square
London
N1C 4AG

Dear Sirs

INSTALLATION OF SIGNAGE ON THE REGENTS CANAL IN THE VICINITY OF GRANARY WHARF, LONDON

I am writing to submit an application which seeks advertisement consent for signage along the Regent's Canal in the vicinity of Granary Wharf. The scheme forms part of a wider programme of seeking to increase public awareness of the Canal & River Trust and the role which it plays in maintaining the canal network across the country. In order to achieve this the Trust have begun introducing a pilot scheme for new signage in various locations. The first trial took place in Birmingham over a three week period. The proposal is now to carry out a similar test around Granary Wharf with the introduction of a variety of along the canal. The proposal involves a temporary installation which will enable the Trust to gather feedback on from the public over the impact the signage has over the period it is installed.

The application seeks consent for a six month period, although the key deadline remains to install the signage at the end of the first week in November in order fit around the events that the developer of the area on either side of the canal has planned over the winter. As explained at our pre application meeting it is imperative the signs are installed in the timeframe outlined in order to allow removal for the Christmas events planned for Granary Square. The six month timescale, provides some additional flexibility to retain some of the signage if possible to coincide with some of the Trusts open days early in 2017. Any long term signage proposals for the canal would of course require the submission of a further application and the intention is to review the pilot at Granary square and others across the country before coming back with a permanent signage scheme. The Trust would hope to engage with the Council further as part of this process.

The submitted signage follows the details which were presented at the pre application meeting and for which no concerns were raised. The only issue related to the application of stencilling to the coping stones on conservation grounds. Additional images accompany the application which seek to show how this works and how it has been applied elsewhere along the canal network recently to provide an innovative, effective and temporary approach to relaying a message to the public. I

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think there may have been some confusion initially over the appearance of this aspect of the scheme and the additional images demonstrate how this approach has been successfully used elsewhere in the country. The stencilling is temporary and fully removable at the end of the process. I don't believe that it requires advertisement consent and the Trust have not had to apply for its installation elsewhere. I have however included it within the documents for completeness but would welcome the Council's review of this aspect. It was agreed that all of the other elements were appropriate for the setting of the canal and that no objections were foreseen.

Timing is the key constraint and as indicated the signage must be installed by the end of the first week in November. With this in mind I hope that you will be able to process this application speedily as discussed and look to issue an approval by the end of this week. If there are any issues arising from this submission please give me a call and I will try to assist.

Yours sincerely

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