

To whom it may concern,

RE: Gospel Oak and Haverstock Memory Archive Floor Stickers

Please find attached an application for consent to display no.20 temporary floor sticker advertisements within the GO&H area.

The Council, as local planning authority, is soon to begin a process of engagement and co-design with the local community in order to produce a regeneration framework that will guide future development and set planning expectations for the area. This engagement will consist of the setting up of a resident's assembly, with the first meetings to commence in September, as well as a programme of wider public engagement activities which will run throughout October and November.

Before beginning these conversations in the autumn, they first want to raise awareness of the project and use the summer holidays as an opportunity to ask residents to look back and reflect on what makes the place they call home such a unique and diverse place and to consider some of its interesting and varied history.

To do so, they are launching the Gospel Oak and Haverstock Memory archive, which is an interactive online map and Memory Archive where residents can share stories from the neighbourhood and find out more about local history. They wanted to come up with a campaign including on street activation that was intriguing and would make the most of the fact that people are spending more time in their area, and that the team is unable to do on street engagement activities.

The proposed adverts consist of bespoke 'blue plaques' that include unique icons and historic facts that relate to the local area and will act as a local history walk by residents as well as advertising and raising awareness of the Community Vision project itself. The history plaques have been developed with input from the Camden History Society and will present an engaging educational free activity for local residents over the coming months. In advance of this submission, the proposals have been presented to Camden officers, the society as well as ward councillors for their sign off. The facts provided have been selected and refined to represent the diverse and multifactated history of the local area.

The floor decals are designed to be temporary in nature. They will remain in situ for the period of run up to, and during the engagement activities only and will be removed at the end of the display period with the footway returned to its previous state.

Need for advertisement consent

The display of advertisements is controlled under the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended), however, an advertisement is automatically permitted if it comes within the provisions of one of the 14 classes of deemed consent specified in the rules.

Class 3(D) under this Act permits temporary notices or signs which are intended to advertise any local event being held for charitable purposes, which may be religious, educational, cultural, political, social or recreational, but not for any commercial purpose.

In this case, the decals would advertise a local event (engagement period for the Community Vision) which is of a educational, cultural, political nature and is not for commercial purposed.

Under this class however, a number of conditions apply. These conditions state that to be deemed, adverts must not:

- have any letters, figures, symbols or similar features of the design over 0.75 of a metre in height, or 0.3 of a metre in height if they are in any Area of Special Control;
- have the highest part of the advertisement at more than 4.6 metres above ground-level, or 3.6 metres in any Area of Special Control (except for estate agents' boards, in Class 3(A), advertising a sale or letting of premises situated in a building above these specified height limits); or
- be illuminated in any circumstances.

To be deemed under this class, adverts also must not be displayed more than 28 days before the sale or event begins and must be removed within 14 days after it ends.

In light of the above, the proposed floor decals would benefit from deemed consent under Class 3(d) of the Act, if the above timeframe for implementation is adhered to.

In this instance, it is intended for the advertisements to be displays for a period greater than that permitted under the above Class (3 months). For this reason, and for general transparency, it was felt that express consent should be sought from the local planning authority.

Consideration of adverts

The specification, location, design and methodology for installation and removal for these floor stickers have each been sensitively considered in order to ensure that the installation does not result in any detrimental visual harm to the local area, nor result in any issues of pedestrian or highways safety. The product specification has been chosen to ensure the highest standard of grip to ensure anti-slip no matter the conditions and the stickers would be placed on the public footway, away from any highways signage to ensure that they will not act as a distraction. The local area includes a number of conservation areas as well as listed buildings. In certain instances, locations chosen are adjacent to or with these heritage assets. However, the temporal and reversible nature of these stickers means that there would be no harm to these assets. In addition, as the proposal would represent a cultural and educational activity that spreads awareness of these assets, they do offer demonstrable public benefits.

Need for planning permission

Although the stickers would remain in situ for more than 21 days, their installation and removal would not constitute 'development' as defined by the Town and Country Planning Act 1990 (as amended), meaning that no planning permission (other than advertisement consent) is required.

Many thanks,

Jasper Sutherland

Associate

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