

Application ref: 2020/3269/A
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make:good
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Various locations within Gospel Oak and Haverstock areas.

Proposal: Installation of no.20 floor stickers each measuring 600mm diameter to form a local history walk for a temporary period between 5th August 2020 and 5th November 2020.

Drawing Nos: Cover letter dated 22.07.2020, Dwg.No SK001 Rev A, SK002 Rev A, GOH Memory archive floor sticker locators received 30.7.2020.

The Council has considered your application and decided to grant consent subject to the following conditions:

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 The advertisements hereby permitted is for a temporary period only and shall be erected on 05/08/2020 or after and removed on or before 05/11/2020.

Reason: In order to safeguard the visual amenity of the area in accordance with policy D4 (Advertisements) within the Camden Local Plan 2017.

Informatives:

- 1 Reason for granting advertisement consent:

The proposed floor stickers would be 600mm in diameter, placed on public footpaths. They are considered to be sensitively designed, mimicking Blue Plaques that include unique icons and historic facts that relate to the local area. It is intended that they will act as a local history walk by residents as well as advertising and raising awareness of the Community Vision project itself called the 'Gospel Oak and Haverstock Memory Archive'. As such, the proposed signs are considered acceptable in terms of size, design and locations which would not be harmful to the visual amenity of the streetscene.

The stickers would not be illuminated, block sight lines, emit glare, or disrupt pedestrians. As such it is considered that the sign will not impact on the neighbours' amenity nor be harmful to either pedestrians or vehicular safety. The council's heritage and design officer was consulted and has supported these proposals.

No objections were received prior to determination. The site's planning history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the

Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2019.

- 2 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 London Borough of Camden 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.

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 positioned above the printed name and title of the signatory.

Daniel Pope
Director of Economy, Regeneration and Investment