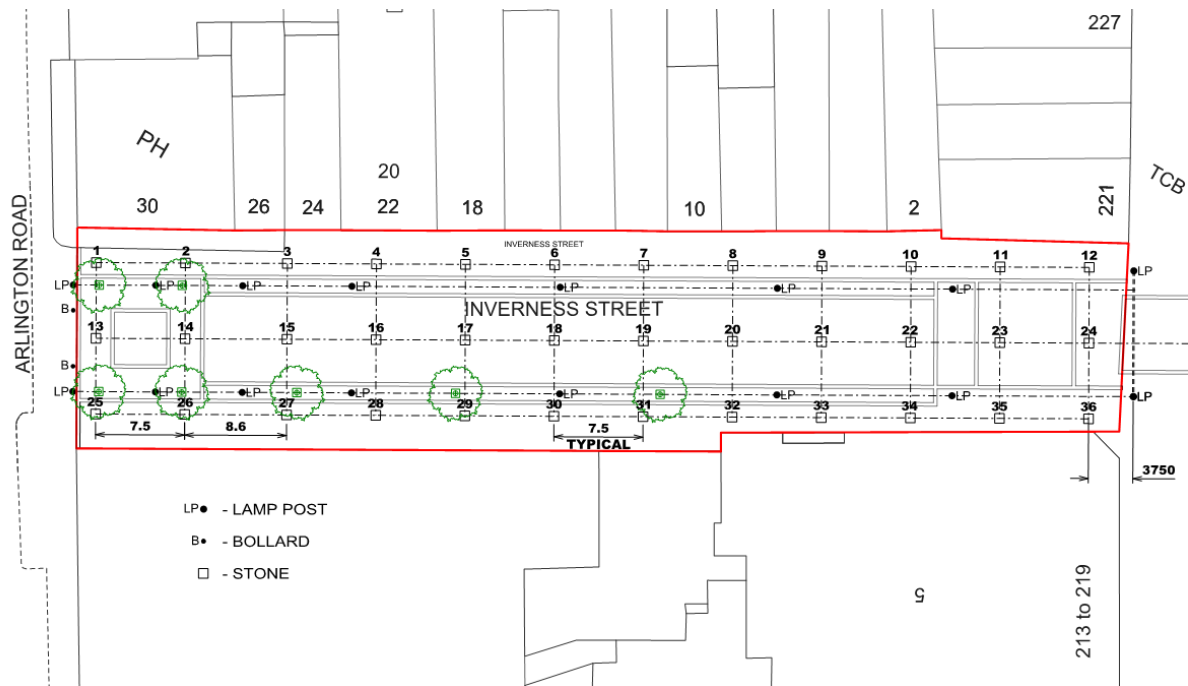


2020/2620/A - Camden Music Walk of Fame, Inverness Street, NW1



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Site Photos: 2020/2620/A - Camden Music Walk of Fame, Inverness Street, NW1



1) Map showing potential stone locations



2) Existing stone installed on Camden High Street

Delegated Report		Analysis sheet	Expiry Date:	07/08/2020
(Members Briefing)		N/A	Consultation Expiry Date:	11/07/2020
Officer			Application Number(s)	
Laura Hazelton			2020/2620/A	
Application Address			Drawing Numbers	
Inverness Street London NW1			Please refer to decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Installation of additional commemorative pavement stones as part of 'Camden Music Walk of Fame' (approved under reference 2018/4376/A).				
Recommendation(s):		Grant advertisement consent		
Application Type:		Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice			
Informatives:				
Consultations				
Adjoining Occupiers:	No. of responses	03	No. of objections	00
Summary of consultation responses:	<p>Site notices were displayed on 17/06/2020.</p> <p>Three letters of support were received from the following:</p> <p>Councillor Jonathan Simpson</p> <ul style="list-style-type: none">I am writing as the Cabinet Member responsible for Culture to support the above planning application for the Music Walk of Fame to lay stones on Inverness Street.Inverness Street has a mix of commercial, retail and residential properties. The Music Walk of Fame is a day time tourist destination and it has helped Camden retain its reputation as the centre of the UK music scene. I believe that Inverness Street will be an ideal addition for the Walk and as it is a day time attraction it will have no impact on any local residents. It will help local traders and restaurants who have recently had a setback due to the Covid-19 pandemic. <p>Chalk Farm Housing Group</p> <ul style="list-style-type: none">This will help revitalise this area which along with most areas in the borough has suffered a severe lack of footfall due to the pandemic. Anything that encourages people to come to our great borough is to be applauded. <p>Assistant Head Teacher, Haverstock Hill</p> <ul style="list-style-type: none">I would like to share my support for this based on the fantastic opportunities that this project has afforded students at Haverstock School. The launch events for the stones has given us the opportunity to prepare performances linked to each stone, for our students to network with industry individuals and for our music dept. to provide another challenge for our students to work towards. We have had some amazing afternoons whereby students have been able to get inspiration and advice from successful musicians, and have also been able to understand the rich history of the borough; it has been wonderful for them to explore this and led to an original song being written and performed called 'Camden Town' as well as new version of a Soul 2 Soul song being performed. The MWOFF has been a great project for us, particularly helping students to develop their self-esteem and confidence under a rather pressurised context.			
CAAC comments:	<p>The Primrose Hill Conservation Area Advisory Committee (CAAC) objected to the application on the following grounds:</p> <ul style="list-style-type: none">We are already concerned about anti-social behaviour associated with commercial activities in the area. Both residents and the school in the residential stretch of Inverness Street need protection, rather than the intensification of commercial activity on the street. <p><i>Officer Response:</i></p>			

	<p><i>Please refer to paragraph 2.7. The applicant responded to the above objection with the following comments:</i></p> <p><i>We take steps to avoid any potential outbreak of crime and disorder with the following measures:</i></p> <ol style="list-style-type: none"> <i>1. Inform and meet all governing bodies including the Police</i> <i>2. We do a concise Risk Assessment</i> <i>3. We submit a Management Plan</i> <i>4. We inform local Residents, Shops and local Stakeholders</i> <i>5. We work with the Street Wardens</i> <i>6. We employ up to 10 Security/Stewards per Unveiling (18 When we did the Amy Winehouse Unveiling)</i> <i>7. Outside of the Unveilings we utilise all local CCTV available should it be needed</i> <i>8. We regularly check on the state of the Stones and activity around them</i> <i>9. There is a Police presence at the Unveilings</i> <i>10. We follow all Guidelines set out to us via Camden Council and the Police.</i>
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Site Description

The site comprises the stretch of Inverness Street between Camden High Street and Arlington Road. Properties either side of Inverness Street are in commercial and residential use, with a number of shops, bars and restaurants. The carriageway is pedestrianised with a daily street market seven days a week.

There are no listed buildings along this part of Inverness Street, and the southern half of the road is located in the Camden Town Conservation Area.

Relevant History

2018/4376/A - Phased installation of commemorative pavement stones over a 20 year period to comprise the 'Camden Music Walk of Fame from Mornington Crescent Underground Station to the Roundhouse'. **Granted subject to S106 agreement 15/10/2019.**

Relevant policies

National Planning Policy Framework (2019)

The London Plan (2016)

Intend to Publish London Plan (2019)

Camden Local Plan (2017)

D4 Advertisements

Camden Planning Guidance

CPG Adverts 2018

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Town Conservation Area Appraisal and Management Plan 2007

Assessment

1. Proposal

1.1 The proposal involves the installation of a number of commemorative pavement stones along Inverness Street as an extension to the previously approved Camden Music Walk of Fame (see history section of this report above). The Camden Music Walk of Fame runs from Mornington Crescent Underground Station up to Chalk Farm Road Underground Station. The stones would be laid in phases over a twenty year period to commemorate musical artists who have a connection to the London Borough of Camden. Each year the Music Walk of Fame inductees, selected by industry figures and fans, would be commemorated and celebrated with interactive stones set into the pavement, similar to the Hollywood Walk of Fame. A number of stones would also feature Augmented Reality Technology which would allow the public to access imagery and video content via their mobile phones. To date four stones have been installed, commemorating The Who, Amy Winehouse, Soul II Soul and Madness.

2. Assessment

2.1 The principle considerations when assessing advertisement consent applications are the

impacts on public safety and amenity. Amenity includes both the visual amenity of the area and the amenity of neighbouring residents (daylight, outlook, privacy, noise and odour disturbance, etc.).

2.2 Half of the proposed route is within the Camden Town Conservation Area, which covers the southern side of Inverness Street. There are no listed buildings, although the two lamp posts on the southern side of the junction between Inverness Street and Arlington Road are locally listed due to their Architectural and Townscape significance.

2.3 Given the small size of the stones (the size of a standard paving slab), and the fact that they would sit flush with the pavement, they would have limited impact on the character and appearance of the conservation area or the setting of the nearby locally listed lampposts. Three options have been included with the application for the proposed stone locations, which include installing the stones either on the pavement, down the middle of the carriageway, or both. The Council's Transport Officers and Market Development Manager do not object to either option, however, consent would be granted subject to a condition limiting the total number of stones installed to 24 to ensure the proposals do not result in an over-proliferation of stones along the street. As such, in design and heritage terms, the proposals are considered acceptable and would not cause harm to the conservation area or heritage assets.

2.4 Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas Act 1990) as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

2.5 Due to the small size of the proposed stones, they are considered not to cause harm to the amenities of neighbouring residents by way of loss of outlook, daylight, privacy or disturbance.

2.6 The Council's Transport Officer has assessed the proposals to determine their impact on public safety and the road network, and confirmed that the proposals are acceptable subject to an Installation and Maintenance Plan being secured by Legal Agreement, as was secured for the previous application. The plan would detail information on each stone location including the current road layout, below-ground utilities, street furniture, location of trading areas, road safety audit, materials specifications and a maintenance plan. By securing an installation and maintenance plan which would need to be continuously updated for each phase of stone-laying, it would allow the Council to fully assess the suitability of each stone location prior to its installation. This is considered necessary given the fact that there could be numerous changes to the public realm and road network over the proposed 20 year timeframe.

Other considerations

2.7 The Primrose Hill CAAC objected to the application due to concerns about anti-social behaviour on Inverness Street. The Designing out Crime (DoC) Officer from the Met Police was consulted prior to determination of the application and responded to confirm that he did not object to the proposals, but provided comments and recommendations. These included ensuring that stones that are more likely to be visited are placed closer to Camden High Street where there is more activity. The applicant responded to these comments (see same response to CAAC in consultation section at start of this report) and The DoC Officer subsequently confirmed that the measures would ensure the safety and security of the area are maintained.

3. Conclusion

3.1 Overall, the proposals are considered acceptable, and it is recommended that conditional advertisement consent is granted subject to S106 legal agreement.

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 24th August 2020, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Application ref: 2020/2620/A
Contact: Laura Hazelton
Tel: 020 7974 1017
Email: laura.hazelton@camden.gov.uk
Date: 17 August 2020

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
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London
WC1H 9JE
Phone: 020 7974 4444
planning@camden.gov.uk
www.camden.gov.uk

Willingale Associates
56 Clerkenwell Road
London
EC1M 5PX

DRAFT

Dear Sir/Madam

FOR INFORMATION ONLY - THIS IS NOT A FORMAL DECISION
Town and Country Planning Act 1990 (as amended)

DECISION SUBJECT TO A SECTION 106 LEGAL AGREEMENT

Address:
Inverness Street
London
NW1

DECISION

Proposal: Installation of additional commemorative pavement stones as part of 'Camden Music Walk of Fame' (approved under reference 2018/4376/A).

Drawing Nos: NW1_MWOF_LP01, NW1_MWOF_SP01, NW1_MWOF_EX 22, NW1_MWOF_PP22 F, NW1_MWOF_PP33 (option 1), NW1_MWOF_PP33 (option 2), NW1_MWOF_PP35 (option 3), Appendix A Stone Specification, Blyko paving products manufacturer specifications.

The Council has considered your application and decided to grant permission subject to the conditions and informatives (if applicable) listed below **AND** subject to the successful conclusion of a Section 106 Legal Agreement.

The matter has been referred to the Council's Legal Department and you will be contacted shortly. If you wish to discuss the matter please contact **Aidan Brookes** in the Legal Department on **020 7 974 1947**.

Once the Legal Agreement has been concluded, the formal decision letter will be sent to you.

Conditions and Reasons:

- 1 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 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 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 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 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 Notwithstanding what is shown on the drawings hereby approved, no more than a maximum of 24 stones shall be installed.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Your attention is drawn to the fact that there is a separate legal agreement with the Council which relates to the development for which this permission is granted. Information/drawings relating to the discharge of matters covered by the Heads of Terms of the legal agreement should be marked for the attention of the Planning Obligations Officer, Sites Team, Camden Town Hall, Argyle Street, WC1H 8EQ.

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

Director of Economy, Regeneration and Investment

DRAFT

DECISION