

3275/08-2102PO02

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London Borough of Camden
Planning - Development Control
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Dear Sir/Madam

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**THE TOWN & COUNTRY PLANNING (CONTROL OF
ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007
THE TOWN AND COUNTRY PLANNING ACT 1990 (AS
AMENDED) SECTION 222**

**EXHIBITION 'MONOLITHS' COMMEMORATING THE 150TH
ANNIVERSARY OF THE HAMPSTEAD HEATH ACT
'CATHEDRAL ENTRANCE', adj SOUTH END ROAD,
HAMPSTEAD HEATH**

On behalf of The City of London Corporation, Metropolis has been instructed to submit this application for Advertisement Consent to display a series of 9no. freestanding 'monoliths' containing public information to mark the 150th anniversary of the Hampstead Heath Act in 1871. The description of the proposal is as follows:

"Erection of 9 no. non-illuminated, freestanding, four-sided 'monoliths' (dimensions w1500x d1000 x h2200mm) adjacent to the 'Cathedral Entrance' pathway (from Hampstead Heath Station towards the East Car Park) on Hampstead Heath for a temporary period from 25 June to 9 August 2021"

As part of the proposals to commemorate the anniversary of the Hampstead Heath Act which was signed into law in July of 1871, and set aside the Heath for public recreation under the proviso that "the natural aspect and state of the Heath" be preserved and protected, it is proposed to site a series of 9no. exhibition 'monoliths' on the western side of the Cathedral pathway which runs from Hampstead Heath Station towards the East Car park, adjacent to South End Road.

These 'monoliths' are fairly typical of those deployed for art or photography exhibitions in the public realm. In this instance they will not be illuminated, and will stand 2200mm high and have four sides.

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Sample content and design of each monolith is contained in the attached material. The exhibition has been designed as a sequence of material celebrating Hampstead Heath on this important anniversary, and includes elements of history, the habitats and activities on the Heath with extracts from poetry and historic writings about the Heath.

The 9.no monoliths will read as a sequence along the side of the pathway conveying information to visitors to the Heath.

In combination with other exhibitions that have been planned for the entire sesquicentennial year (and which are subject to separate applications for advertisement consent) this exhibition is to be located adjacent to the entrance pathway for a limited period covering the month in which the Hampstead Heath Act was signed into law.

The dimensions of each monolith and the selected locations are shown on the attached drawing.

Examples of similar proposals for other art or photographic exhibitions in the public realm are attached.

The locations selected are between existing trees and each monolith will be pegged to the ground in a manner which will avoid any impact on existing tree routes. The installation process will be overseen by staff of the Warden of the Heath who are responsible for the maintenance of flora and fauna on the Heath.

In accordance with section 222 of the Town and Country Planning Act, if Advertisement Consent is granted for the display proposed, by the provisions of this section of The Act, planning permission for the structure upon which the display is to be mounted is consequentially granted. For that reason, only this application for Advertisement Consent is submitted and no further planning application is required.

The attached plan shows the location of each of the monoliths.

This application (PP-09696997) comprises the following documents:

1. Completed Application form;
2. Application fee;
3. OS Location Plan and Location Plan of Monoliths;
4. Illustrative Material Showing Display Content and Supporting Sample text;
5. Scale Drawing of proposed monolith drawing ref: 3275-D2001-rev00;
6. Examples of Similar Exhibition Proposals using Monolith Format;
7. This Covering Letter.



Should you require any additional information, please do not hesitate to contact me.

Yours faithfully



Paul O'Neill
Director

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