

3275/08-2108PO01dl

06 August 2021

London Borough of Camden  
Planning - Development Control  
Camden Town Hall  
London  
WC1H 8ND

metropolis pd  
gs  
green

Dear Sir/Madam

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

**EXHIBITION 'MONOLITHS' COMMEMORATING KEATS200  
BICENTENARY  
'CATHEDRAL ENTRANCE', adj SOUTH END ROAD,  
HAMPSTEAD HEATH**

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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 bicentenary of John Keats. 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 04 September to 04 October 2021"*

The exhibition has been designed as a sequence of material celebrating John Keats' life, works and legacy timed to coincide with the Bicentenary of his death in 1821. The exhibition has been delayed due to Covid constraints in place in February of this year.

The exhibition will coincide with, and direct people to, Keats's House, which is also owned and managed by the City Corporation at 10 Keats Grove, London NW3 2RR.

The proposed monoliths will be identical in location, size and materials to the monoliths approved in Consent 2021/1576/A for the Hampstead Heath Act 150<sup>th</sup> Anniversary which will be removed on the 9<sup>th</sup> August 2021.

The proposed locations 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 to be read as a sequence along the side of the pathway conveying information to visitors to the Heath.

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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.



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

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

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 display will be in place for a month from 4 September to 4 October 2021. The temporary nature of the proposal, and the public benefit that it will provide will be commensurate with the assessment of proposals made under consent ref: 2021/1576/A.

This application (PP-10098536) comprises the following documents:

1. Completed Application form;
2. This Covering Letter;
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-D2002-rev00;
6. Examples of Similar Exhibition Proposals using Monolith Format;
7. Application fee of £462.00.

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

Yours faithfully



Paul O'Neill  
Director

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