

Application ref: 2021/1576/A  
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Date: 22 June 2021

**Development Management**  
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Metropolis Planning & Design  
4 Underwood Row  
London  
N1 7LQ

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Cathedral Entrance pathway  
Hampstead Heath  
Adjacent to South End Road  
London  
NW3**

Proposal: Display of 9 x non-illuminated, freestanding, four-sided 'monoliths' (measuring 1500mm wide x 1000mm deep x 2200mm high) at various points adjacent to pathway for a temporary period from 25/06/2021 to 09/08/2021.

Drawing Nos: Site location plan; HH150; 3275-D2001 Rev 00; Cover letter from Metropolis Planning & Design dated 31/03/2021; Sample wording and dimensions document received 01/04/2021.

The Council has considered your application and decided to grant consent subject to the following condition(s):

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 The advertisements hereby permitted shall be displayed for a temporary period only and shall be removed on or before 09/08/2021.

Reason: This type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to policies D1, D2 and D4 of the Camden Local Plan 2017 and policies DH1, DH2 and NE1 of the Hampstead Neighbourhood Plan 2018.

#### Informative(s):

- 1 Reason for granting advertisement consent:

The proposed signs are part of proposals to commemorate the anniversary of the Hampstead Heath Act 1871. Given the non-illuminated and freestanding nature of the exhibition display boards for a temporary period only, the proposed signage would not appear unduly dominant within their setting and would not result in harm to existing visual amenity within the Heath nor detract from the character and appearance of the Hampstead Neighbourhood Area or adjacent Hampstead and South Hill Park Conservation Areas.

The display boards would be positioned to the western side of the Cathedral

pathway, and as such, are not considered to be harmful to either pedestrian or vehicular safety in accordance with the Camden Planning Guidance, nor would they have any adverse impact on neighbouring amenity.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, policies DH1, DH2 and NE1 of the Hampstead Neighbourhood Plan 2018, the London Plan 2021 and the National Planning Policy Framework 2019.

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 typed name and title.

Daniel Pope  
Chief Planning Officer