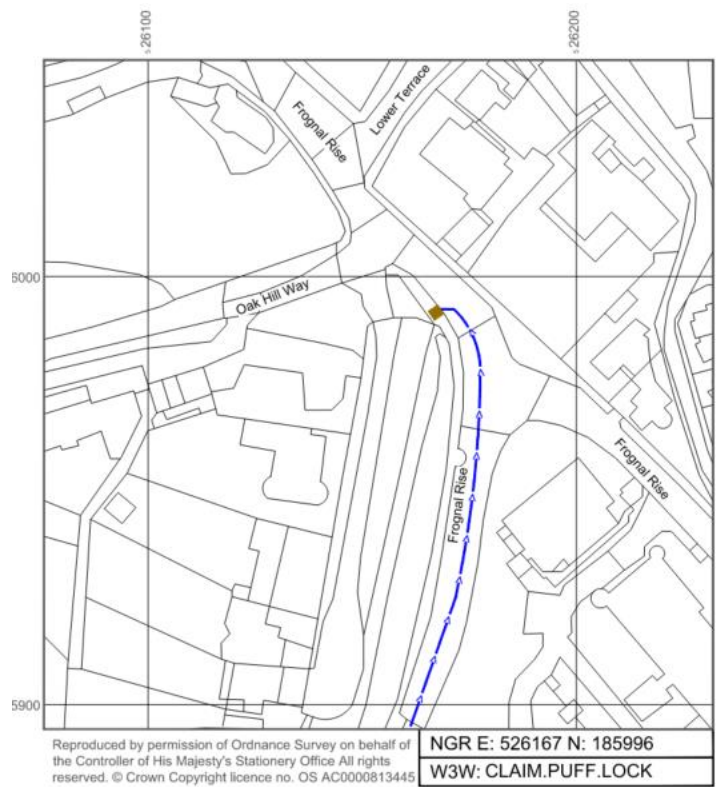


2026/1418/P – Land on Frognal Rise



SITE LOCATION PLAN

Directions to site:
Head South-East, Use the right lane to take the A406(E) ramp to N Circular/C. London/Wood Grn/Golders Green, Use the right lane to merge with N Circular Rd/A406, Use the 2nd from the left lane to turn left onto the ramp to Kilburn/Cricklewood, At the roundabout, take the 3rd exit, Take the ramp onto Brent Cross Flyover/A41, Continue to follow A41, Use any lane to turn right onto Finchley Rd/A41, Turn left onto Frognal Ln, Continue onto Frognal, Continue onto Frognal Rise, Destination will be on the left.

Demise: [Diagram]
Access Route To Site: [Diagram]
Access Route: [Diagram]

Master	Project	Purpose of Issue	Issue
M005	Vendor Swap	Detailed Design	B2
Date: 14.08.2025	Revision / Upgrade Description	Second Issue: Detailed Design - Existing tree heights corrected.	
Drawn: Narendra Babu	Checked: Deepak	Approved: C. Tappin	
Master	Project	Purpose of Issue	Issue
M004	Vendor Swap	Detailed Design	B1
Date: 07.05.2025	Revision / Upgrade Description	First Issue: Detailed Design	
Drawn: Narendra Babu	Checked: Deepak	Approved: C. Tappin	
Master	Project	Purpose of Issue	Issue
M003	Vendor Swap	General Arrangement	B
Date: 13.03.2025	Revision / Upgrade Description	Second Issue: Phase 7 7Mx2 Streetwork pole replaced by Alpha streetwork pole	
Drawn: Syed Asadulla	Checked: Deepak	Approved: C. Tappin	
Master	Project	Purpose of Issue	Issue
M002	Vendor Swap	Detailed Design	A1
Date: 22.10.2025	Revision / Upgrade Description	First Issue: Detailed Design	
Drawn: Hussain	Checked: Deepak	Approved: C. Tappin	

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E1 8EE
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Figure 1: CGI of proposed telecommunications mast and cabinets, looking south from near the junction of Frognal Rise and Lower Terrace.



Figure 2: CGI of proposed telecommunications mast and cabinets, looking north-west from near the junction of Frognal Rise at Mount Vernon.

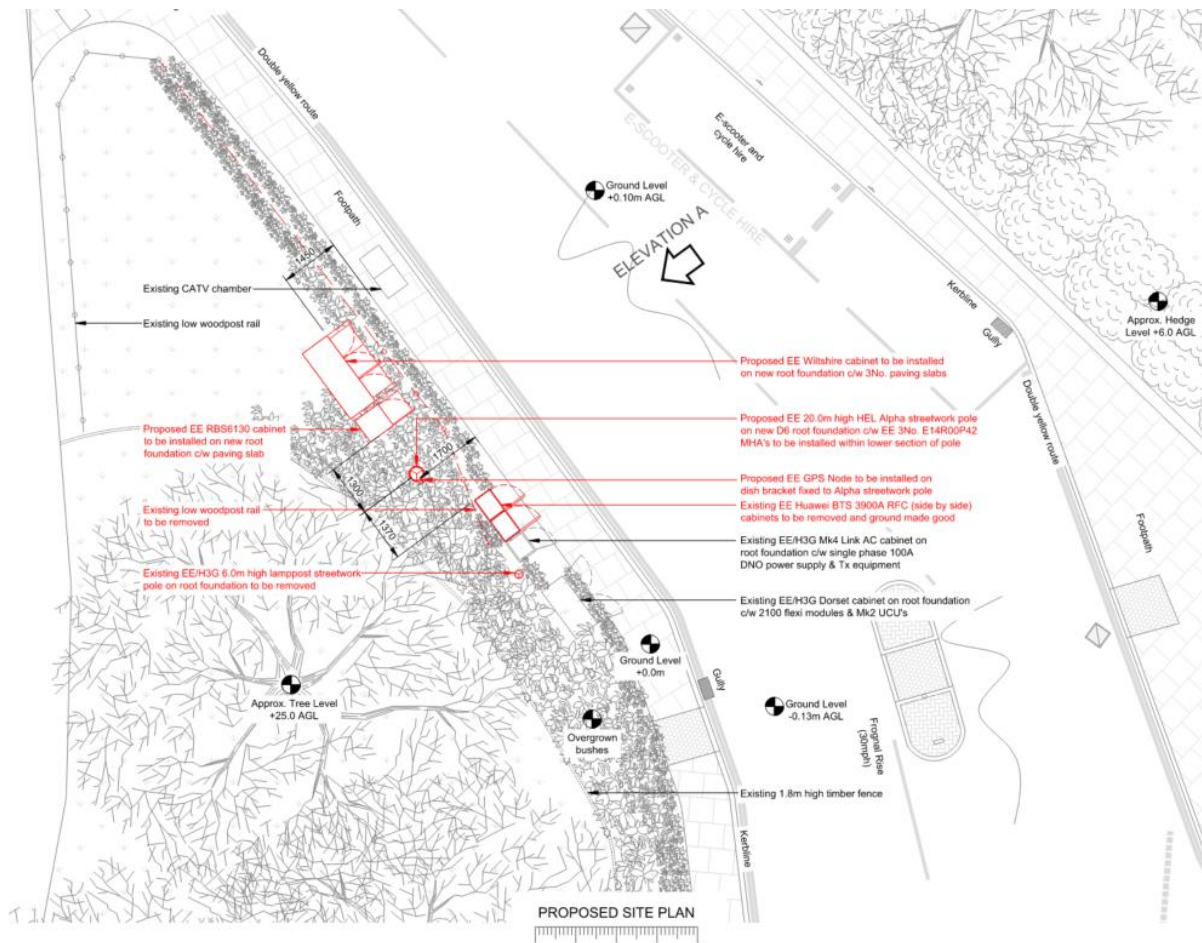


Figure 3: Proposed Site Plan

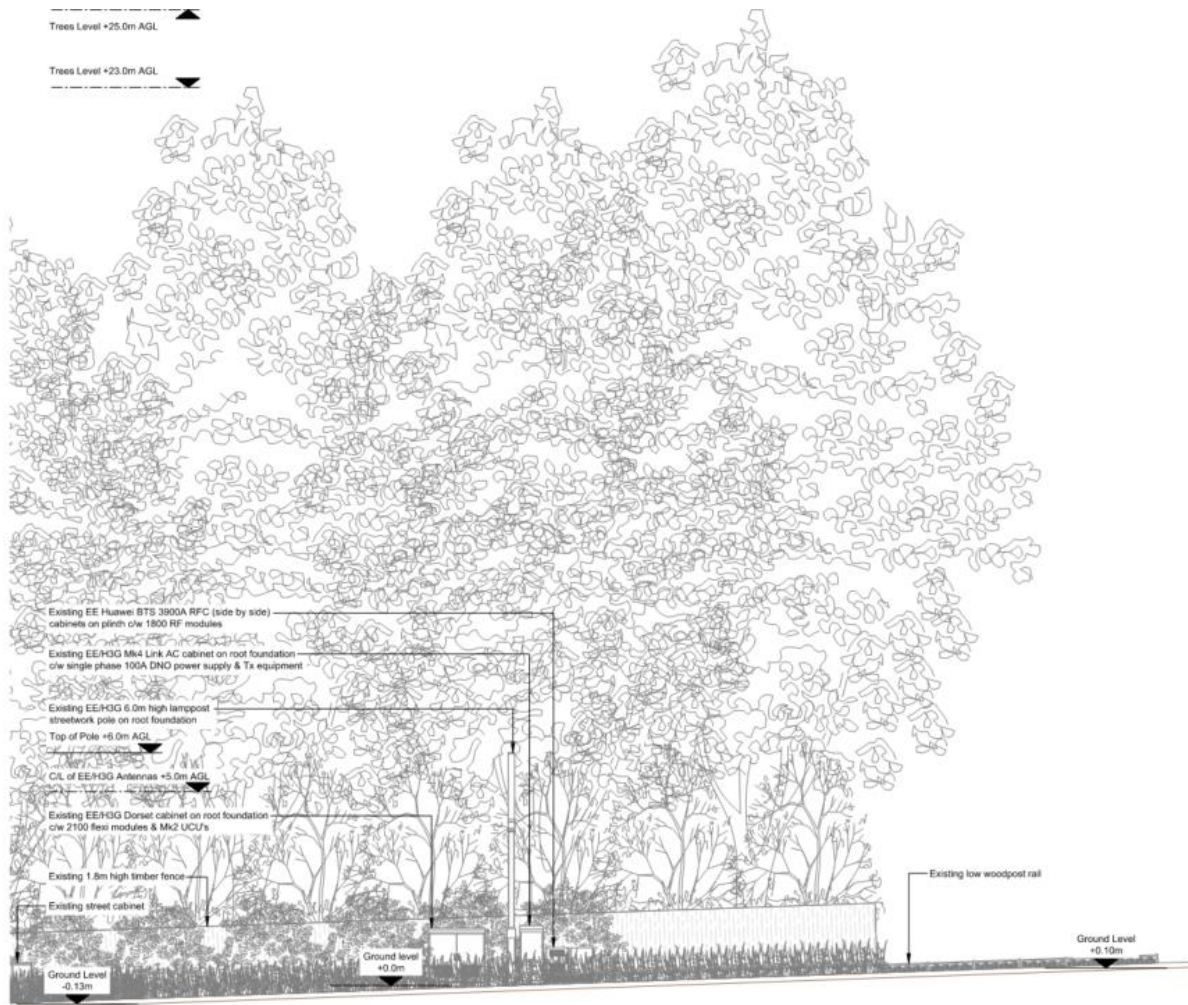


Figure 4: Existing elevation

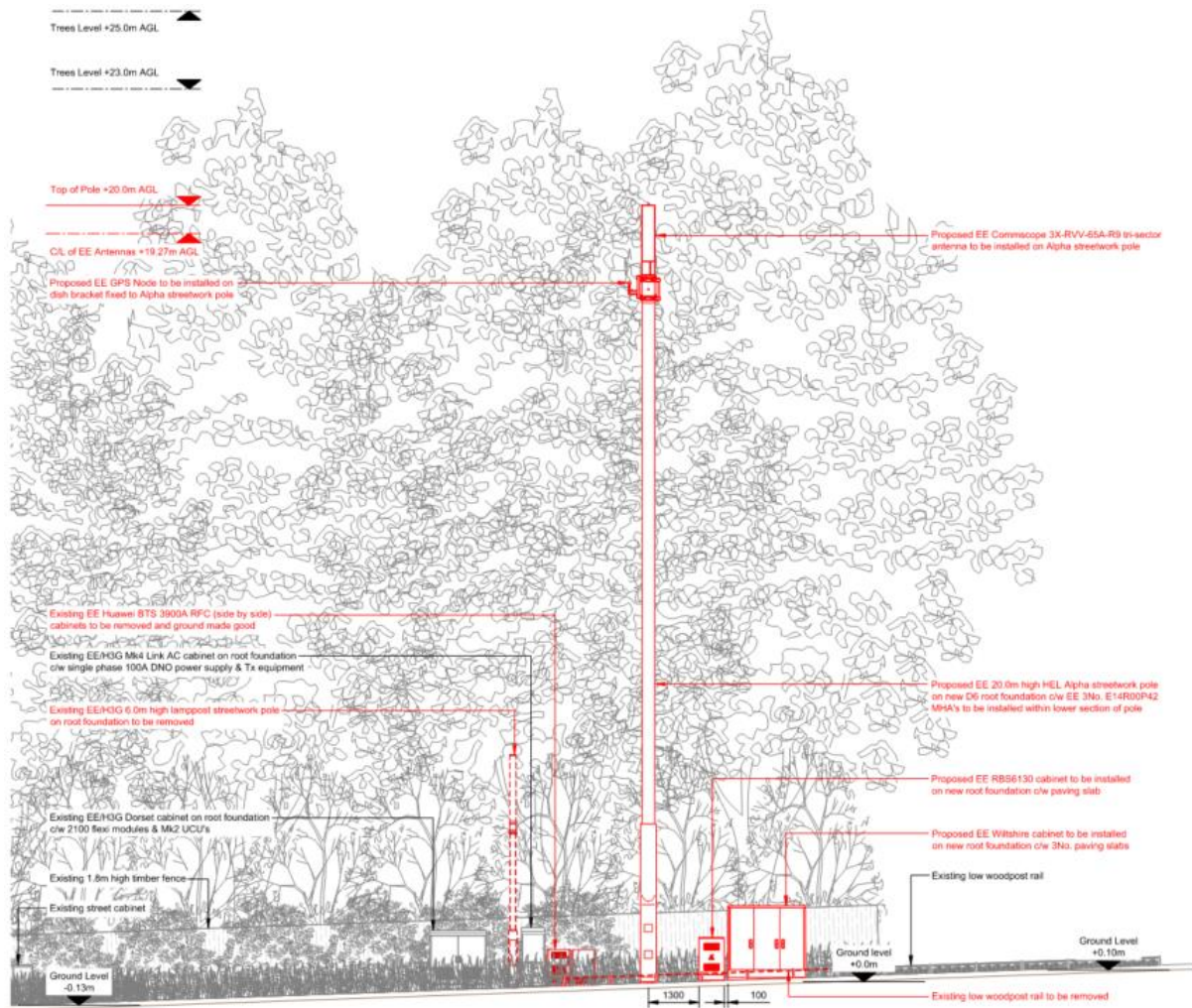


Figure 5: Proposed elevation

Delegated Report		Expiry Date:		30/09/2026		
		Consultation Expiry Date:		24/05/2026		
Officer		Application Number(s)				
Brendan Versluys		2026/1418/P				
Application Address		Drawing Numbers				
Land on Frognal Rise Hampstead London NW3 6SZ		See decision notice				
Proposal(s)						
Erection of a telecommunications mast, installation of associated cabinets.						
Recommendation(s):		i) Prior approval required ii) Prior approval granted				
Application Type:		GPDO Prior Approval Part 16, Class A				
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice				
Informative:						
Consultations						
Adjoining occupiers	No. notified	00	No. of responses	4	No. of objections	4
Summary of consultation responses:	A site notice was displayed near the subject site from 24/04/2026 (consultation end date 18/05/2025). A press notice was advertised 30/04/2026 (consultation end date 24/05/2026). Four objections from members of the public were received during the consultation period, which are summarised as follows: <u>Network operator and justification for site:</u> - The service providers should make a long term plan for more discreet, shared masts. <u>Health and safety:</u> - The health risks are being ignored. - There are some Camden residents who may have electrical sensitivity. This will affect them. <u>Officer's Response:</u> The proposal upgrade and existing site and does not propose a new additional site for a service provider.					

	<i>The planning application is accompanied by an ICNIRP Certificate which has been produced by the projects 'Principal Designer' who is responsible for ensuring the proposals are ICNIRP compliant.</i> <u>Design/conservation:</u> • The proposed equipment is going to be far taller than the existing one and there is no photo of it anywhere in the documents. <u>Officer's Response:</u> • <i>Refer to section 5 'Siting and Design'.</i> • <i>Photomontages of the proposed telecommunications installation have since been provided. Revised elevation plans have also been provided, which now accurately show the height of the existing trees.</i> <u>Trees:</u> • The trees immediately next to the proposed pole will block the signal and it won't be long before the applicant applies to prune these trees and to remove them. • There is no arboricultural statement relating to the impact on the trees of this massive structure. This is not a suitable site for this mast. <u>Officer's Response:</u> • <i>An Arboricultural Impact Assessment (AIA) report has since been submitted. A method statement is included within the report in relation to impacts on existing trees during the construction works.</i> • <i>Any future works required to trees would require written notice be given to Council (a Section 211 notice) prior to any works commencing.</i> <u>Transport/accessibility:</u> • There is more street clutter and persons with a disability will not be able to access the pavement. <u>Officer's Response:</u> • <i>The proposed mast and cabinets are not located within the pavement or any pedestrian desire line of a public space.</i>
Hampstead Conservation Area Advisory Committee (HCAAC)	An objection on behalf of Hampstead Neighbourhood Forum was received on 31/05/2026: HCAAC Objects to the proposed installation, at least pending clarity as to - - Actual installation required as between two possible systems available; and described in the submission statements re systems, coverage etc. - Accurate demonstration of either proposal, coverage, similar installations existing or likely to be required to which the proposal would join. - Accurate visual demonstration of either or both proposals. - Note that installations proposed on building roofs should show the mast away from the roof edge/parapet even with the slight increase in height to maintain signal integrity. <u>Officer's Response:</u> <i>Refer to sections 4 'Applicant's Justification' and 5 'Siting and Design'.</i>

	<i>Photomontages of the proposed telecommunications installation have since been provided. Revised elevation plans have also been provided, which now accurately show the height of the existing trees.</i>
Councillor Linda Chung	One response was received from Cllr Linda Chung on 24/04/2024, as follows: Please show a photo of the intended structure. <u>Officer's Response:</u> <i>Photomontages of the proposed telecommunications installation have since been provided.</i>

Site Description

The subject site is in Frognal Rise highways land, at the lower end of a vegetated embankment between the main carriageway of Frognal Rise and an accessway (also in the highway) serving 103 – 115 Frognal Rise.

The northern end of the embankment, where the facility is proposed, is grass lawn. An existing telecommunications mast and cabinets is located in the south-east corner of the northern end of the embankment, directly adjacent to the pavement on Frognal Rise. The remainder of the embankment to the south is planted with dense vegetation including mature trees.

The site is located in the Hampstead Conservation Area.

To the north of the site on the opposite side of the highway is Frognal House, a Grade II listed dwelling house.

Relevant History

Site History:

There is no relevant planning history for the application site.

Surrounding / Adjacent Sites History:

Land at Whetstone Pond

Erection of a telecommunications mast, installation of associated cabinets. **Under consideration**

Land on West Heath Road

2025/2519/P - Erection of a 13m high telecommunications mast. **Prior Approval Required – Approval Given 9/10/2025**

Land at Platt's Corner

2025/2520/P - Erection of a 13m high telecommunications mast. **Prior Approval Required – Approval Given 9/10/2025**

Land on East Heath Road

2025/2545/P - Erection of a 13m high telecommunications mast. **Prior Approval Required – Approval Refused 21/08/2025. Appeal ref. APP/X5210/W/25/3373469 Dismissed 19/12/2025**

Reasons for Refusal:

1. The proposed monopole, by reason of its siting, height, bulk, size in this location, would result

in an obtrusive change to the character of the townscape at the junction of Heath Street and East Heath Road, and be detrimental to the character and appearance of the street scene. It would harm the significance of the conservation area, and the nearby listed wall. The public benefits of the proposal do not outweigh the harm. Overall, the impact of the proposal, due to its siting and appearance, is contrary to policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017, and policies DH1, DH2, and DH5 of the Hampstead Neighbourhood Plan 2025-2040.

Relevant Policies

Town and Country Planning (General Permitted Development) Order 2015

Town and Country Planning (General Permitted Development) (England) (Amendment) (No. 2) Order 2020

National Planning Policy Framework (NPPF) 2026

London Plan 2021

Camden Local Plan 2017

A1 Managing the impact of development

A2 Open space

D1 Design

D2 Heritage

C6 Access for all

T1 Prioritising walking, cycling and public transport

Hampstead Neighbourhood Plan 2025-2040

DH1 Design

DH2 Conservation areas and listed buildings

DH5 The urban realm

Hampstead Conservation Area appraisal and management strategy 2001

Camden Planning Guidance

CPG Amenity (2021)

CPG Design (2021)

CPG Transport (2021)

CPG Digital Infrastructure (2018)

Camden Draft Local Plan

The Proposed Submission Draft Camden Local Plan was submitted to the Secretary of State for Housing, Communities and Local Government on the 3 October 2025 for independent examination, in accordance with Regulation 22 of the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended). The examination of the draft Local Plan is currently ongoing and hearings were held from 19 May 2026 to 11 June 2026.

Previously, the Council published the draft new Camden Local Plan for consultation in January 2024 and published an updated Proposed Submission Draft Camden Local Plan for consultation from 1 May to 27 June 2025. The Proposed Submission Draft Camden Local Plan (DCLP) is a significant material consideration in the determination of planning applications but has limited weight at this stage. The weight that can be given to an emerging plan increases as it progresses towards adoption. In line with paragraph 49 of the National Planning Policy Framework (NPPF), the degree of weight to be given is a matter for the decision-maker, having regard to the stage of preparation, the extent of unresolved objections, and the consistency of the draft policies with the NPPF.

Assessment

1. Proposal

- 1.1. The application has been submitted under Part 16 of schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order (GPDO) 2015 (as amended). The order permits the Council to only consider matters of siting and appearance in determining GPDO prior approval applications. As a result, it is not possible for objections to be raised on any other grounds, such as health.
- 1.2. Prior approval consent is sought for the installation of a new 20m high telecommunications mast. The pole would be 0.37m in diameter, with a podium width of approximately 0.406m.
- 1.3. The facility would be located on the grassed embankment between the main carriageway of Frognaal Rise and an accessway (also in the highway) as described in the 'Site description' above. The existing telecommunications mast and along with two of four existing cabinets, which are also located in the embankment immediately to the south of the proposed site, are to be removed. The existing power supply and AC cabinets would be retained.
- 1.4. The pole would accommodate a tri-sector 4G/5G antenna, a specialized telecommunications antenna built into a single, compact housing to provide full 360-degree wireless coverage by dividing the area into three distinct 120-degree sectors. Two cabinets are proposed at the base of the mast.
- 1.5. The pole and new cabinets would be finished in a dark green (RAL 6009).
- 1.6. A decision is needed to be made within 56 days of the application's receipt (29th May 2026) unless the applicant has agreed to an extension of time. The applicant has agreed to an extension of time till 30th September 2026. Thus, if the applicant does not receive the Council's decision by 30th September 2026, the proposals will have deemed approval by default according to GPDO legislation.

2. Prior Approval Process – Legislative framework

- 2.1 Condition A.3(4) requires, for relevant development, that the operator apply to the local planning authority for a determination as to whether the prior approval of the authority will be required to the siting and appearance of the development.
- 2.2 Condition A.3(7) states that when determining the application made under sub-paragraph (4), the local planning authority must –
 - a) take into account any representations made to them as a result of consultations or notices given under paragraph A.3; and
 - b) not grant prior approval contrary to the advice of any person consulted in accordance with sub-paragraph (6)(ab).
- 2.3 Condition A.3(8) states that development shall not begin before either:
 - a) the receipt by the applicant from the local planning authority of a written notice of their determination that such prior approval is not required;
 - b) where the local planning authority gives the applicant written notice that such prior approval is required, the giving of that approval to the applicant, in writing, within a period of 56 days beginning with the date on which they received the applicant's application;
 - c) where the local planning authority gives the applicant written notice that such prior approval is required, the expiry of a period of 56 days beginning with the date on which the local planning authority received the application under sub-paragraph (4) without the local planning authority notifying the applicant, in writing, that such approval is given or refused;or

d) the expiry of a period of 56 days beginning with the date on which the local planning authority received the application without the local planning authority notifying the applicant, in writing, of their determination as to whether such prior approval is required.

2.4 In this case, the notification was received (and made valid) on 10/04/2026 and the determination date for the Council's response in this case is the 30/09/2025.

2.5 In relation to the representations received, the council must make an assessment of the application in accordance with Condition A.3 (7). In this case, a total of 4 representations were received, all of which are objections to the proposed development. The representations are summarised in 'Summary of consultation responses' of this report.

Permitted Development- Criteria under Schedule 2, Part 16 of the GPDO (England) 2015

2.6 Part 16, Class A (a) permits "*the installation, alteration or replacement of any electronic communications apparatus*" by or on behalf of an electronic communications code operator for the purpose of the operator's electronic communications network in, on, over or under land controlled by that operator or in accordance with the electronic communications code.

2.7 Electronic Communications Code Operator are defined as a person in whose case the electronic communications code is applied by a direction under section 106(3)(a) of the Communications Act 2003. In this instance, Shared Access Ltd is a licensed operator(s) of the Electronic Communications Code Operator in accordance with Communications Act 2003.

2.8 According to A.1 (1) of Part 16, development consisting of the installation, alteration or replacement of electronic communications apparatus (other than on a building) is **not** permitted by Class A (a) if—

Criteria A.1 (1) Ground-based apparatus		Complies?
(a)	in the case of the installation of electronic communications apparatus (other than a mast), the apparatus, excluding any antenna, would exceed a height of 15 metres above ground level;	NA – no apparatus (other than a mast) to be installed.
(b)	in the case of the alteration or replacement of electronic communications apparatus (other than a mast) that is already installed, the apparatus, excluding any antenna, would when altered or replaced exceed the height of the existing apparatus or a height of 15 metres above ground level, whichever is the greater;	NA – no apparatus (other than a mast) to be altered or replaced
(c)	in the case of the installation of a mast, the mast, excluding any antenna, would exceed a height of— (i) 30 metres above ground level on unprotected land; or (ii) 25 metres above ground level on article 2(3) land or land which is on a highway	NA – A.1(1)(c) applies to the new installation of masts. The proposal is to replace an existing mast governed separately under paragraph A.1(1)(d)
(d)	in the case of the alteration or replacement of a mast, the height of the mast, excluding any antenna, would when altered or replaced exceed the greater of the height of the existing mast or a height of— (i) 30 metres above ground level on unprotected land; or (ii) 25 metres above ground level on article 2(3) land or land which is on a highway; or	Complies with (ii) – 20m in height < 25m(h)

(e)	in the case of the alteration or replacement of a mast— (i) the mast is on any land which is, or is within, a site of special scientific interest; and (ii) the mast would, when altered or replaced, exceed the original width of the mast by more than one third.	NA – the mast is not on or within a site of special scientific interest
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2.1 According to A.1 (9) of Part 16, development consisting of the installation, alteration or replacement of radio equipment housing is **not** permitted by Class A(a) if

Criteria A.1 (9) Radio equipment housing		Complies?
(a)	the development is not ancillary to the use of any other electronic communications apparatus;	Complies – the cabinets are ancillary to the proposed mast
(b)	the cumulative volume of such development would exceed 90 cubic metres or, if located on the roof of a building, the cumulative volume of such development would exceed 30 cubic metres; or	Complies – the total volume of all cabinets is approximately 3 cubic metres
(c)	on any land which is, or is within, a site of special scientific interest, any single development would exceed 2.5 cubic metres, unless the development is carried out in an emergency.	NA – the mast is not on or within a site of special scientific interest

Conditions

A.2— (1) Class A(a) and A (c) development is permitted subject to the condition that—

(b) the siting and appearance of any—

- (i) mast;
- (ii) electronic communications apparatus installed, altered or replaced on a mast;
- (iii) antenna or supporting apparatus;
- (iv) radio equipment housing; or
- (v) development ancillary to radio equipment housing,

which has been constructed, installed, altered or replaced in a manner which does not require prior approval under paragraph A.2(3) are such that the visual impact of the development on the surrounding area is minimised, so far as practicable;

(c) the siting and appearance of any development which is visible from a site which is—

- (i) article 2(3) land;
- (ii) a scheduled monument or a listed building;
- (iii) the curtilage of a schedule monument or a listed building;
- (iv) a World Heritage Site;
- (v) a site designated by the Secretary of State under section 1 of the Protection of Wrecks Act 1973; or
- (vi) land registered by Historic England in a register described in section 8C of the Historic Buildings and Ancient Monuments Act 1953,

are such that the visual impact of the development on the site is minimised so far as practicable, taking into account the nature and purposes of the site;

(d) the siting of any development is such that it—

- (i) does not prevent pedestrians from passing along a footway;

- (ii) does not prevent access to premises adjoining a footway; and
- (iii) is determined having regard to—
 - (aa) the needs of disabled people; and
 - (bb) the guidance document “Inclusive Mobility” issued by the Department for Transport in December 2021.]

3. Assessment

3.1. Prior approval is required for this type of development as it includes the installation of a mast, under Condition A.2 (3) (c) (i).

3.2. The main considerations in relation to this proposal are:

- Applicant’s Justification
- Siting and Design
- Planning balance

4. Applicant’s Justification

- 4.1. The proposal is based on the principle of meeting operational requirements of the mobile operator EE Limited. It is for a replacement mast and cabinets. The applicant attests the upgrade is essential to maintain service quality, as the existing monopole cannot support the required enhancements to deliver equivalent coverage. The existing mast is not capable of being upgraded and the technology is outdated and a new structure is required.
- 4.2. The applicant’s submission states there is a technical requirement to upgrade this existing base station in order to improve existing coverage in the operators’ target area. The proposed works will also provide 5G coverage as part of the applicant’s aim to satisfy current and future demands.
- 4.3. Section C01(1)(a) of the NPPF 2026, outlines proposals for telecommunications infrastructure should ‘...*upgrade, or replace existing infrastructure, unless there is no reasonable opportunity to do so...*’. The proposal seeks to upgrade and replace an existing mast and cabinets, therefore it is not necessary to outline alternative locations as the proposal seeks to utilise an existing base station.
- 4.4. Overall, the proposal is to upgrade an existing site which will provide essential services for residents and businesses within the immediate vicinity. It was therefore not necessary to require alternative sites to be explored, in line with the NPPF. Adequate information has been provided to demonstrate why the replacement of the existing mast and cabinets with a replacement installation, is required.
- 4.5. The applicant has provided a ICNIRP Declaration certificate, which states that all of the proposed equipment would comply with International Commission on Non-Ionizing Radiation Protection (ICNIRP) standards on emission levels in accordance with government guidelines.

5. Siting and Design

- 5.1. Local Plan Policies D1 (Design) and D2 (Heritage) are aimed at achieving the highest standard of design in all developments. Policy D1 requires development to be of the highest architectural and urban design quality, which improves the function, appearance and character of the area; and Policy D2 states that the Council will preserve, and where appropriate, enhance Camden’s rich and diverse heritage assets and their settings, including listed buildings.

- 5.2. In addition, Policy DH1 (Design) of the Hampstead Neighbourhood Plan, outlines development should contribute positively to the distinctiveness and history of the character areas, and Policy DH2 (Conservation areas and listed buildings) outlines development within a Conservation Area should have regard to the guidelines in the relevant Conservation Area Appraisal(s) and Management Strategies. Policy DH5 (Urban realm) also supports development that responds positively to the character areas and complies with the relevant streetscape design guidance produced by Camden Council, including in the choice of the location and design of telecommunication cabinets and mobile phone masts.
- 5.3. CPG Digital Infrastructure states that “the Council will aim to keep the numbers of radio and telecommunications masts and the sites for such installations to a minimum consistent with the efficient operation of the network. Existing masts, buildings and other structures should be used unless the need for a new site has been demonstrated to the satisfaction of the Council. Where new sites are required, equipment should be sympathetically designed and appropriately camouflaged where possible.”
- 5.4. The proposed mast would measure 20m in height and two replacement cabinets are proposed.
- 5.5. The proposals do not require the removal of any trees, but works are proposed in proximity to existing trees in the western embankment. Council’s Tree Officer considers the impact of the scheme on the trees to be retained will be of an acceptable level, and that the tree protection details (included in the applicant’s Arboricultural Impact Assessment (AIA)) are considered sufficient to demonstrate that the trees to be retained will be adequately protected in accordance with BS5837:2012. A condition is proposed requiring that prior to the commencement of works, details of tree protection measures are installed and working practices adopted, in accordance with the submitted AIA.
- 5.6. The mast that has been selected is slimline and does not have a flared top, minimising it’s visual impact. The mast would be positioned to the north of the existing pole which reduces the overall required height of the mast as it is located in slightly higher land but is still screened by the surrounding trees.
- 5.7. While the proposed mast would be markedly taller than the existing 6m high pole, it would remain below the tree line of the adjacent mature trees in the embankment, which form a backdrop to the mast and help to reduce its visual prominence and assisting integration with the existing landscape character. During winter months, when the trees are not in leaf, the pole would be more visible against its backdrop, however the large canopy of the northern Liriodendron tree in particular together with the canopy of the smaller Ash tree, and the cumulative impact of their trunks in northern and southern views on Frognaal Rise, would provide adequate softening of the mast throughout the year. The applicant’s AIA identifies the larger Liriodendron tree and the smaller Ash tree as having estimated remaining contributions of 40+ years and 10+ years respectively. The trees would therefore be able to provide a suitable vegetative backdrop to the trees in the medium-long term.
- 5.8. The mast’s antenna are also proposed to be integrated within the top of the monopole and would not be attached to and project out from the monopole. This ensures the entirety of the mast, in particular the upper part of the mast which would have a higher degree of prominence in the environment, remains slimline and the attention of passerby’s is not drawn to the top of the mast. A small GPS node is attached to the upper part of the monopole, but this is a single, diminutive piece of equipment, and would not be readily discernible within the street.
- 5.9. The proposed cabinets, while larger than the existing cabinets to be removed, are small scale structures and while positioned in a grassed lawn part of the embankment, would be seen against the backdrop of the existing vegetation in the southern part of the embankment.

- 5.10. The proposal's materials and design detailing have been selected to complement and not contrast with the locally characteristic palette. The mast and cabinets will be finished in a dark green colour which will match the existing cabinets to further ease the visual transition and blend into the surrounding vegetation in the embankment.
- 5.11. The site is located adjacent to the Hampstead Conservation Area and nearby to the Grade II listed Frognal House, and Locally listed Branch Hill Allotments. The significance of the Hampstead Conservation Area is principally derived from the character and appearance of the built form, street layout and open spaces within its bounds, and the contribution which this makes to the understanding and experience of the area from the 18th century onwards. Of particular interest is the understanding of the contrasting urban area (and the typologies of the built form which characterised the development of such areas) with the rural character of Hampstead Heath to the east.
- 5.12. Notwithstanding the slimline nature of the pole and the vegetative backdrop provided by the existing trees and bushes in the western embankment, it is acknowledged that the proposed mast and cabinets adds to a concentration of existing utilitarian equipment at this particular part of the conservation area, and the mast itself has a taller and bulkier scale and design than the existing mast (to be removed). In this sense, the proposed mast would harm the significance of the Hampstead Conservation Area through a change to the character of the townscape at the southern junction with Mount Vernon, and the northern junction of Frognal Rise and Lower Terrace. The harm would be at the lower end however, given it is a replacement of an existing mast and cabinets, and with the other mitigating factors outlined in sections 5.6 to 5.8 above.
- 5.13. The proposed mast and cabinets would be adequately separated from the Grade II listed Frognal Rise House, and the Locally listed Branch Hill Allotments, nor would be seen in views of either of these features. As such, the proposals would not unduly impact on the appreciation of these features nor their significance.
- 5.14. Overall, although harm has been identified to the significance of the Conservation Area the siting of the mast and cabinets against dense, mature and high-reaching vegetation, together with the slimline nature of the mast and recessive colour of the mast and cabinets, minimises this harm.
- 5.15. The low level of harm identified to the Hampstead Conservation Area has been minimised through design and reuse of an existing site but has been given considerable importance and weight. The harm must be weighed against the public benefits associated with the proposal (the economic activity arising from the works and improved 4G and 5G connectivity provided by the proposal).

6. Transport

- 6.1 Policy T1 of the Local Plan (2017) outlines the need to promote sustainable transport by prioritising walking, cycling and public transport in the borough. It goes on to state that in order to promote walking in the borough and improve the pedestrian environment, the Council will seek to ensure that developments are easy and safe to walk through ('permeable') and provide high quality footpaths and pavements that are wide enough for the number of people expected to use them. Features should also be included to assist vulnerable road users where appropriate.
- 6.2 In support of the above, CPG Transport states that the Council expects developments to consider the movement of people in and around a site, and to include the following: Ensuring the safety of vulnerable road users, including children, elderly people and people with mobility difficulties, sight impairments, and other disabilities; Avoiding street clutter and minimising the risk of pedestrian routes being obstructed or narrowed, e.g. by footway parking or by

unnecessary street furniture.

6.3 The proposed mast and cabinets reuse an existing telecoms site and would not introduce new obstacles or clutter. They would be installed within a grassed embankment, clear of the adjoining pavement on the western side of Frogna Rise. The mast and cabinets would also be located outside of main pedestrian desire lines, with the embankment being already being closed off by an existing low wood-post railing. The mast and cabinets would not be installed at a junction and therefore not impact on vehicle sightlines.

6.4 Council's Transport Officer has no objections to the location of the proposed facility.

6.5 Therefore, the proposed facility would not pose any obstructions to pedestrians, cycles or vehicles and would comply with the development plan in terms of transport and accessible environments.

7. Amenity

7.1. Policy CO2 of the NPPF states that applications for telecommunications development should be supported by the following, where relevant:

- a. Information on the outcome of pre-submission consultation with organisations with an interest in the proposed development (in particular with the relevant body where a mast is to be installed near a school or college, or within a statutory safeguarding zone surrounding an aerodrome, technical site or military explosives storage area;
- b. Where a new site is proposed, evidence that the applicant has sought to keep the number of these to a minimum in accordance with policy CO1(1)(a). This should include evidence that the possibility of erecting any antennas on an existing building, mast or other structure has been explored; and
- c. Evidence demonstrating compliance with policy CO1(1)(c) and (d), including a statement that self-certifies that the cumulative exposure, when operational, will not exceed International Commission guidelines on non-ionising radiation protection.

7.2. In relation to this paragraph, the site is not located within 3km of a statutory safeguarding zone surrounding an aerodrome, technical site or military explosives storage area, or within close proximity of any schools or colleges. An ICNIRP certificate is provided with this application to confirm that the proposal will not exceed International Commission guidelines. As the scheme is utilising an existing base station, it is not necessary to identify alternative site options.

7.3. The pole would be sufficiently separated from nearby residential properties so as to not result in undue shadowing over or adversely effect the outlook from residential properties.

8. Planning Balance

8.1 Considerable importance and weight has been given to the desirability of preserving or enhancing the character or appearance of the Hampstead Conservation Area, and the significance of nearby listed buildings, including significance derived from their setting.

8.2 Local Plan Policies D1 and D2, policies DH1, DH2, and DH5 of the Hampstead Neighbourhood Plan, and Chapter 20 (Conserving and enhancing the historic environment) of the NPPF, promote good design and attractive characterful streetscape, and seek to preserve and enhance designated heritage assets. The NPPF states in Policy HE6 that *"Where a development proposal would harm the significance of a designated heritage asset*

the effect on the asset and its significance should be weighed against any public benefits resulting from the proposal.

- 8.3 It is considered that the proposed electronic communications equipment would harm to the street setting and the significance of Hampstead Conservation Area, albeit a low level of harm. This has been given considerable importance and weight. This, together with the impact on the street scene, must be balanced against the multiple public benefits associated with the proposal, including the increase in economic activity arising from the works and greater uplift in 4G and 5G connectivity provided by the proposal.
- 8.4 It is clear from CPG Digital Infrastructure guidance and Paragraph 1(a) of policy CO1 of the NPPF that the number of radio and electronic communications masts and sites should be kept to a minimum, and that where new sites are required (such as for new 5G networks), equipment should be sympathetically designed and camouflaged where appropriate.
- 8.5 In terms of alternative site locations, the NPPF 2026, outlines proposals for telecommunications infrastructure should ‘...upgrade, or replace existing infrastructure, unless there is no reasonable opportunity to do so...’. The proposal seeks to upgrade and replace an existing mast and cabinets, therefore it is not necessary to outline alternative locations as the proposal seeks to utilise an existing base station.
- 8.6 The public benefits from the economic activity associated from the works have been given little weight considering the scale of the works. The public benefits associated with the upgrading of electronic telecommunications networks has been given substantial weight in accordance with policy CO1 of the NPPF. That said, the weight of public benefits is slightly tempered by the fact it is a single operator, rather than providing a wider benefit across multiple providers.
- 8.7 Overall, the proposed development accords with the NPPF which seeks to preserve and enhance heritage assets and balance this against public benefits like improving telecoms infrastructure. The proposal also accords with Policies D1 and D2 of the Local Plan. As such, the proposal is considered acceptable in terms of design, appearance, and location.
- 8.8 The proposal would accord with policies T1, T3 and A2 of the Camden Local Plan 2017 and policies DH1, DH2, and DH5 of the Hampstead Neighbourhood plan. It is in accordance with the development plan as a whole.

9. Recommendation: Prior approval required - Approval granted

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Tuesday 14th September 2026, 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: 2026/1418/P
Contact: Brendan Versluys
Tel: 020 7974 1196
Email: Brendan.Versluys@camden.gov.uk
Date: 8 September 2026

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

Avison Young
11 York Street
Manchester
M2 2AW
United Kingdom

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Prior Approval Required - Approval Given

Address:

**Land on Frognal Rise
Hampstead
NW3 6SZ**

Proposal:

Erection of a telecommunications mast, installation of associated cabinets.

DECISION

Drawing Nos: Plans: 002; 100; 150; 200; 250; TCP/5535/Y/100; ARB/5535/Y/200

Supporting information: Planning, Design and Access Statement prepared by Avison Young, 10/04/2026; Arboricultural Impact Assessment prepared by ACS Consulting, June 2026; ICNIRP Declaration prepared by Telent, 15/08/2025; Site Specific Supplementary Information prepared by Avison Young, 10/04/2026;

The Council has considered your application for prior approval of siting and appearance in respect of the telecommunications equipment described above and hereby determines that prior approval is required and **gives approval**.

Condition(s) and Reason(s):

- 1 Prior to the commencement of works on site, tree protection measures shall be installed and working practices adopted in accordance with the document entitled Arboricultural Impact Assessment prepared by ACS Consulting, June

2026. All trees on the site, or parts of trees grow from adjoining sites, unless shown on the permitted drawings as being removed, shall be retained and protected from damage in accordance with BS5837:2012 and with the approved protection details. The development shall be monitored by the project arboriculturalist in accordance with the approved report.

Reason: To ensure that the development will not have an adverse effect on existing trees and in order to maintain the character and amenity of the area in accordance with the requirements of policies A2 and A3 of the Camden Local Plan 2017.

Informative(s):

- 1 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, 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.
- 2 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.
- 3 You are reminded of the need to ensure that the apparatus shall be removed as soon as reasonably practicable when no longer required, in accordance with condition A.2(2) of Part 24 of the Town & Country Planning (General Permitted Development) Order (as amended).
- 4 You are advised that the telecommunications equipment cabinet hereby approved should be maintained in good condition for as long as it remains in place. The cabinet should be kept free of posters and graffiti and repainted if the cabinet becomes damaged or worn.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework.

The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

Yours faithfully

Chief Planning Officer

DRAFT

DECISION