

Application ref: 2023/1176/A
Contact: Jennifer Walsh
Tel: 020 7974 3500
Email: Jennifer.Walsh@camden.gov.uk
Date: 31 March 2023

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk/planning

Charles Vince
Royal Free Hospital Pond Street
London
Camden
NW3 2QG

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Royal Free Hospital
Pond Street
London
Camden
NW3 2QG**

Proposal:

The erection of 3x car parking information and direction signs with integral LED car space number display. 1x sign (front and back) to replace existing entrance sign adjacent to main hospital vehicle entrance in Pond Street. 1x sign to re-instate formally existing sign at junction to Rowland Hill and Haverstock Hill.

Drawing Nos: Site Location Plan; Proposed signage dated 07/11/22; VMS 1 location plan; VMS 2 Location Plan; VMS Signage Plan;

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.

Informative(s):

- 1 Reasons for granting consent:

This is a very similar application to that which was approved in October 2021 (ref: 2021/3589/A). Minor changes are proposed to the graphics and the illuminated boxes which will show the car parking spaces. The signs are also proposed to be installed with three poles rather than two previously approved. Site circumstances and Local Plan policies have not materially changed since the 2021 decision.

Two signs are proposed for car parking information, one to front Pond Street, which will have a front and a back sign, and the other to front Haverstock Hill. The signs are part of the Site Parking Management plan and will display the capacity and space availability. The proposed signs are considered to be acceptable in terms of their size, design, materials, location, luminance levels and methods of illumination. The only element of illumination would be the LED numbers displaying the car parking spaces. Both signs will be located within the hospital grounds and would not interfere with the public highway. Transport Officers have assessed the information and whilst they requested clarification on the precise location of the sign which fronts Haverstock Hill to ensure it would not interfere with planned road

changes, they have no objection to the signs.

Significantly, the proposed signage would be modest in size and would not dominate nor harm the wider conservation area. Nor would they be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance, or have any adverse impact on neighbouring amenity.

Overall therefore, the proposal is considered to preserve the character and appearance of the host building and wider streetscene, and is acceptable.

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 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2021.

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 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer